

*First in  
The Drycleaning  
Industry  
Since 1910*

# THE NATIONAL CLEANER

A REUBEN H. DONNELLEY PUBLICATION

NOVEMBER • 1960

Spectacular architecture  
on a corner lot makes this plant a  
sales promotion piece in itself.

See story on page 56



SIDE VIEW



DIRTY  
SOLID

FATTY ACID



**CALLING CODE 166**

**LINT, SPOTS AND  
STATIC ASSAULTING PROFITS**



## **BUCKEYE CODE 166**

**PUTS THE DRY BACK INTO DRY CLEANING**

The original anti-static agent in Buckeye Code 166 eliminates your color and fabric-sorting problem. A great variety of light and dark, soft and hard-finished materials can be tumble-dried together, when you use Buckeye Code 166. All garments come out clean, and lint-free. Spotting time, too, is reduced to a minimum, because there's no sticky film to attract dirt and leave fabrics dull. Dirt really gives up and gets out—so does static!

*Designed for PERCHLORETHYLENE  
Plants Only*

For complete information on  
these and other famous  
**BUCKEYE PRODUCTS**  
contact your local distributor  
or write **THE DAVIES-YOUNG  
SOAP COMPANY**

**KEEP YOUR  
SALES IN SHAPE!**

**BUCKEYE  
CLEAN-CHARGE**



**The original anti-static dry  
cleaning detergent. Dirt gives  
up and gets out—so does static!**

Eliminate high finishing costs with Buckeye Clean-Charge. Its anti-static ingredient leaves garments free of lint because, unlike other charges, Buckeye Clean-Charge is extremely volatile. Contains no sticky film that attracts dirt and leaves fabrics dull. No other charge can compare with Buckeye Clean-Charge! It's the industry's most effective soil-removing agent.



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NOVEMBER 1960 • VOL. 51, NO. 11

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#### MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner, Reuben H. Donnelley Corp., 486 Lexington Avenue, New York 17, New York.  
 Change of address should reach us one month in advance.



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Leading citizens judge women's club contest



Ad analyst Dechter answers your questions in new series



# "Our drycleaning is better because we give your garments an extra rinse in distilled solvent"

Your customers will be impressed with this EXTRA service. They will readily understand the advantage of removing all traces of remaining impurities with distilled solvent. They will accept the distilled rinse as a fitting complement to your patented\* method of cleaning with Conductivity Control. They will recognize the superior brightness and freshness in the garments you clean for them.

R. R. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, ILL.



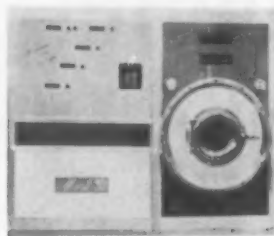
**MYCEL**

employing the micelle principle

- Formula 886
- Electronic Conductivity Control
- Separate Purified Rinse

\*Canadian Patent No. 534,730  
U.S. Patent No. 2,913,893  
Copyright 1960 MP-341

# NEW PRODUCTS *and literature*



## Automatic Drycleaning Unit

Following a year of testing in Massachusetts and Connecticut plants, the Mark 30 and 50 Maestrelli drycleaning machines are being released for national distribution. This is the first time the unit has been released in the United States.

The Mark 30 is available in both 30- and 50-pound units. It is an integrated, closed-circuit system, automatically guided through every cycle by an electronic brain. The 30-pound unit is available in all-electric as well as steam. The unit also features an open-pocket stainless-steel drum with reversing cylinder action.

The world-patented automatic rotary filter contains 64 square feet of filtering area and has nylon-covered plastic discs, vertically mounted. To clean, an electric motor revolves the discs so centrifugal force throws off the filter powder and unsaturates into the still. After complete distillation, dry powder is removed and solvent reclaimed.

Because of its fully automatic operation, the manufacturer points out that the Mark 30 can easily be converted to full coin-op operation.

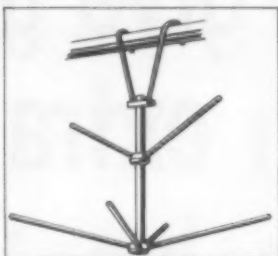
For more information: North American Maestrelli, Inc., 14 Hamilton St., Saugus, Mass.

## Static Retardant Improved

An improved Statikil formula is now available in self-spraying cans or in bulk. Among other suggested uses is the retarding of static elec-

tricity in drycleaning and laundry plants.

For descriptive literature write Statikil, Inc., 1220 W. Sixth St., Cleveland 13, Ohio.



## Newhouse Adds Items

Newhouse Specialty Company, Glendale, Calif., has been named national distributor for the Spider-T hanging clothes tree. The Spider-T hooks over press bar, clothes rack or steam pipe, and will hold quantities of clothing.

Newhouse is also marketing the Count'n Wrap set, a device to speed and aid the counting and wrapping of coins.

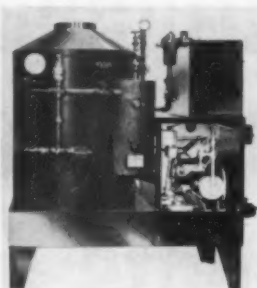
For more information: Newhouse Specialty Company, 3827 San Fernando Rd., Glendale 4, Calif.



## Reusable Lint Remover

The new Miracle Lint Pad is said to remove hair, lint and dandruff from clothing, suede garments and sweaters. The pad is reusable, cleaned with soap and cold water. Miracle Lint Pad is available in blue, green, pink and clear.

For information and free sample pad, write: Arrow Manufacturing Co., 2924 Terrace St., Kansas City 41, Mo.



## Compact Steam Generators

Compact, flash-type continuous-coil steam generators, said to be capable of producing live steam in 2 to 3 minutes from a cold start, are now being manufactured in 5, 10, 15 and 30 b.h.p. sizes for cleaning plants. Each generator is a complete package, requiring no special foundation, walled-in area or special insulation. The units are designed to be used singly or in multiples.

For literature write Malsbary Mfg. Co., 845 92nd Ave., Oakland 3, Calif.

uct is available in one-pound bags of white polyethylene. Besides acting as a decolorizing agent, Super-Karb is said to check the build-up of fatty acids.

For more information: Laundry & Dry Cleaning Department, Pennsalt Chemicals Corporation, 3 Penn Center, Philadelphia 2, Pa.



## Shirt Identification

This new plastic dispenser holds two 1,000-label rolls of self-sticking labels, used to identify cuff and sleeve types for shirt customers. The labels pop up when a tape on the dispenser is pulled.

For additional information: Howard Chemical & Supply Co., 1126 Christianna St., Harrisburg, Pa.



## Coin-Op Cleaner Launched

The RCA Whirlpool coin-operated drycleaning unit recently went into operation in 20 cities across the country in the second phase of extensive field testing. Each is being operated and maintained by a professional drycleaner. The new equipment operates on 220-volt current, will clean an 8-pound load in approximately 50 minutes. For safety, the loading door locks automatically when the unit operates.

For additional information: Whirlpool Corporation, St. Joseph, Mich.

## New Activated Carbon

Super-Karb, a new super-adsorptive activated carbon, has been added to the Pennsalt Chemicals line. The new prod-



## New Press Pad

Green Stripe Nylopress pads are said to offer extended life, greater heat resistance, easier steam penetration. The new press pad, marked down the middle with a green stripe, is available precut or in rolls.

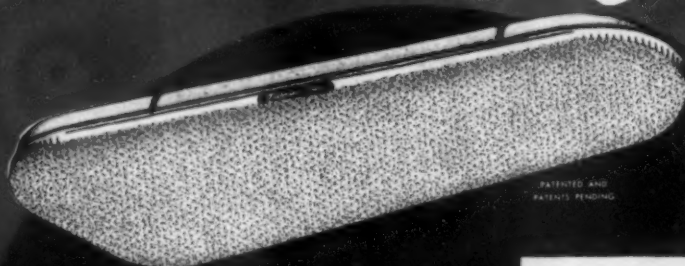
*Continued on page 10*

## YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

FOR 10% MORE PRODUCTION OF UNEQUALLED QUALITY  
...FOR SPEED WITH SAFETY...EQUIP ALL PRESSES WITH THE

# Fabric-Safe® METHOD



PATENTED AND  
PATENTS PENDING



**PREVENTS  
STEAM MARKS  
...CUTS SHINE  
ENDS MOIRE**

**Fabric-Safe® DOUBLEPLATE®**  
with Cat-Tongue® pressing surface  
SIZES TO FIT ALL CLEANERS PRESSES

Utility sizes, 38" to 45".....\$29.85  
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Large sizes (over 45") and Leggers \$38.85

**LASTING SOFTNESS  
AT THE SURFACE**

*Absorbs multiple thicknesses of fabric  
to give all areas equal pressure...  
equal finishing*

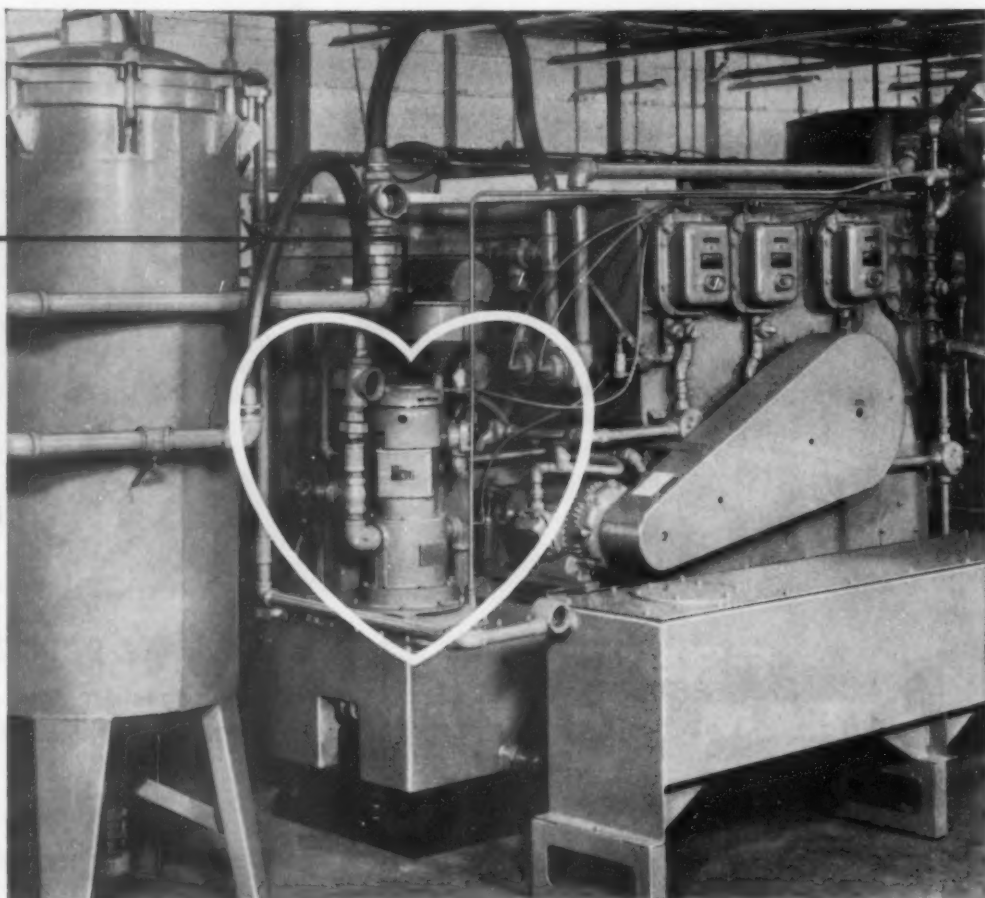


**CUSHNTOP® BUK COVER™  
& PAD SETS**  
SIZES TO FIT ALL CLEANERS PRESSES

MODEL 18-20 Mushroom or Topper \$ 9.95  
MODEL 38-41-42-45 Utilities.....\$18.95  
MODEL 43 Legger and 47 Utility.....\$24.95  
MODEL 48 Legger and 52 Utility.....\$29.95

**BISHOP FREEMAN CO.**  
EVANSTON, ILLINOIS, U.S.A.

The **HEART**  
of every  
drycleaning  
system is  
the **PUMP!**



## Olson selected MARLOWS for efficient operation

OLSON FILTRATION ENGINEERS, INC., Division of American Laundry Machine Co., is now marketing a line of drycleaning machines in addition to their famous tubular filters. These efficient, two-bath, packaged units are completely automatic. The outstanding features built into them mean greater savings and outstanding profit possibilities for drycleaners.

In developing these machines, Olson's engineers made no compromise with quality. That's why they selected Marlow Pumps as standard equipment. Two vertical self-priming pumps of space-saving design are used on each unit to provide a high flow of solvent from the self-contained tanks to the

filter and the cylinder of the efficient unit.

For many years, Marlow Pumps have helped make good drycleaning equipment *better!* These Marlow drycleaning pumps are specially engineered for the job. A Remite seal eliminates shaft leakage. There's no solvent loss—floors stay dry and clean. And—Marlows can handle petroleum or synthetic solvents with equal ease. No pump worries, space-saving construction, quiet operation—are just a few of the many Marlow advantages.

Write today for complete information on these efficient, dependable, long-lasting drycleaning pumps, and the name of your Marlow dealer.



### **MARLOW PUMPS**

DIVISION OF BELL & GOSSETT COMPANY  
MIDLAND PARK, NEW JERSEY

Morton Grove, Illinois • Longview, Texas

9-529

THE NATIONAL CLEANER



# STATIC AND LINT PROBLEMS?

SINGLE BATH\* PLANTS  
CAN SOLVE THEM

with

# WALLERSTAT<sup>®</sup> WITH FD-78

(pat. appl. for)

USE WALLERSTAT RIGHT IN THE WHEEL  
AND RUN MIXED LOADS WITH NO LINT

Not just a reformulated anti-static but an *all-new* anti-lint agent—Wallerstat works right in the wheel in the charged system. Wallerstat works with your soap—augments and intensifies the soap's own anti-static activity. Wallerstat works *with* your equipment and additives—not against them. For hard-to-lick static problems, it's hard to lick Wallerstat!

THE IDEAL ANTI-STATIC ADDITIVE FOR  
FAST SERVICE OPERATIONS

Wallerstat is ideal for quick-service plants where the running of mixed loads is necessary. Because Wallerstat reduces static and lint, you can make up your loads quickly—run *mixed* loads safely—without costly brushing and picking later. Even white wool blankets and blue serges have been run together successfully.

\*Wallerstat is not recommended for two bath systems.

FIND OUT WHAT WALLERSTAT CAN DO FOR YOU

Contact your supplier or write



**wallerstein company**

Division of Baxter Laboratories, Inc.  
Wallerstein Square, Mariners Harbor  
Staten Island 3, New York

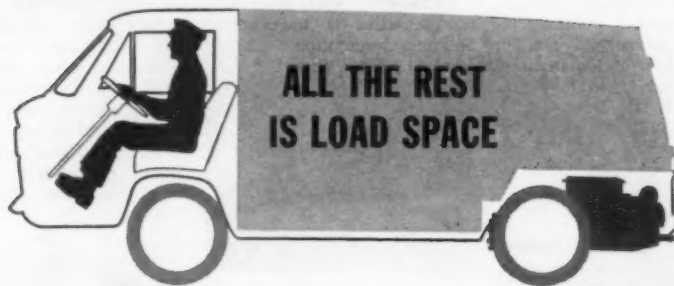


\*\*\*WING-DING OF A TRUCK IDEA\*\*\*

*Here's a totally new kind of truck that gives you more load space than a conventional half-tonner, plus the inherent economy of an air-cooled engine! A truck that will carry up to 1,900 lbs. of payload (with a trim 4,600-lb. G.V.W.) on a nimble 95-inch wheelbase. A truck that measures only 15 feet long and devotes nearly 9 feet of it to payload! Dollar-saving performance starts with the engine—a space-saving “pancake” 6 that never needs anti-freeze or radiator repairs . . . and never stops cutting fuel costs! Ideally suited for trouble-free truck duty, also, is the tough chassis build of Corvair 95, which includes frame and body designed as a rugged one-piece unit to*

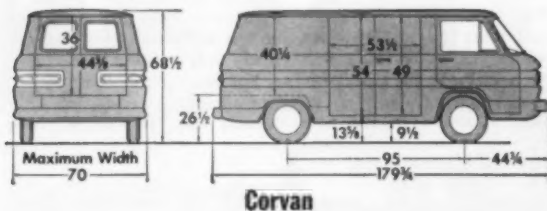


DRIVER'S UP FRONT... ENGINE'S IN THE REAR

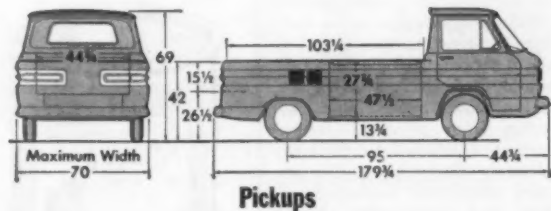


# CORVAIR 95 TRUCKS

withstand slam-bang runs. And there's *4-wheel independent suspension* (first time in a U.S. truck!) to take the roughness out of road surfaces. The list of Corvair 95 design advantages is as long as your arm. There's load space so accessible that the truck practically loads and unloads itself! There's exceptional driver comfort, easy maneuvering, snappy styling, and much, much more. It's a wing-ding of a truck idea—available in pickup and panel body versions. Visit your nearby Chevrolet dealer soon and get all the details. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



Corvan



Pickups

**New Corvan.** There's a world of load space in this new Chevy panel—it's 109" long, 60" wide and 54" high at center! Side doors take a 4' x 4' crate with ease. Left side doors are optional at extra cost.

**New Rampside pickup.** Roll out those heavy loads—there's nothing to it in this one! Ruggedly built side gate drops down to form convenient ramp for *easy* loading or unloading.

**New Loadside pickup.** Gives you more load space than a conventional half-tonner. Also, optional extra cost *flat floor* provides 39 sq. ft. of loading area, and you can stow cargo underneath it, too.

**Less truck weight allows more cargo weight!** Corvair 95's weigh up to 1,200 lbs. less than other half-tonners . . . yet they'll carry up to 1,900 lbs. of cargo!

**50-50 weight distribution!** Husky 2,500-lb.-capacity front and rear suspensions carry nearly equal loads to reduce strain on chassis and tires.

**More load space, less road space!** Corvair 95's are 2 feet shorter than conventional half-tonners. But Corvair 95's carry bulkier cargoes!

**Easiest to get around in!** Turning radius (under 20 feet) is less than that of ordinary trucks. That means easier maneuvering and parking.

## 1961 CHEVROLET STURDI-BILT TRUCKS





Continued from page 4

For more information: American Felt Company, 2 Glenville Rd., Glenville, Conn.

### Truck Cost Records

Truck cost record books and forms for driver daily reports to assist truck users to evaluate equipment performance are being offered free of charge. The record book consists of 20 pages for one year's record. The driver daily report may be used in conjunction with the record book.

For copies, write: Consumer Relations Department, International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.



### Norge Coin-Op Cleaner

Norge has placed its field-tested automatic, coin-operated drycleaning machine on the market. The new machine is said to clean 8 pounds of clothes in 45 minutes. Individual units are part of a bank of eight machines, using from a single central source a specially formulated cleaning solvent, Norge-Clor, reused indefinitely through filtration and purification. Norge claims that garments cleaned in this new machine will retain creases, pleats, ruffles, etc., and shed wrinkles.

Norge president Robert H. Quayle, Jr., stated the professional drycleaner will be the focal point for widespread marketing development.

For additional information: Norge Division, Borg-Warner Corp., Merchandise Mart, Chicago 54, Ill.

### Advertising Aids

The newly formed advertising firm, Vendads, is offering monthly promotional kits to coin-op owners on a subscription basis. All phases of sales promotion and advertising media are promised coverage. The Vendads promotional catalog program, now on sale, contains

information on market research, signs, premiums, public relations and general advertising, to name a few of the items.

For further information: Vendads, P. O. Box 45-303, Miami, Fla.



### Puf'n'Iron Finisher

The Puf'n'Iron Finisher is designed to put all essential accessories for unit finishing in easy reach of the operator. The unit consists of three sizes of puff irons, a padded ironing board, double sleeve ironing board and a thumb-operated steam-electric iron with water spray and condenser, in one integral assembly. Puf'n'Iron Finisher is available in two models, one as described above, the other complete except for the steam-electric iron.

For more information: Bishop Freeman Co., 1600 Foster St., Evanston, Ill.

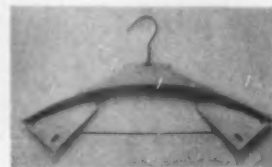


### Parisian Perc for U. S.

Per-Chlo, a French-produced perchlorethylene, will soon be available to drycleaners in the United States. Per-Chlo is produced by the Pechiney Company, a large chemical producer in Paris.

Advantages claimed include the prestige angle of the solvent's origin in Paris, the center of fashion to most people. A hard-selling promotional program will soon get under way to exploit the consumer's interest in a Parisian product.

Pechiney's exclusive sales representative is International Selling Corporation, 220 E. 42nd St., New York 17, N. Y.



### New Clothes-Saver

Contour is a new hanger guard designed to preserve good finishing on clothing by preventing sag, stretch, droop and slip on wire hangers. In use, Contour is slipped over a wire hanger and folded into shape along premarked creases. Other advantages mentioned include prevention of crushing in storage, delivery and closets. A jobber's sales kit is being made available.

For additional information: Time Savers, Inc., 83-99 Walnut St., Montclair, N. J.



### Dodge Forward-Control Unit

The new Dodge forward-control unit has a 104-inch wheelbase and is available with either a 101 hp. or a 140 hp. inclined engine. GVW is 7,500 pounds. Featured in the new truck is a 35 ampere alternator replacing the conventional generator.

For more information: Dodge Division, Chrysler Corp., 7900 Jos. Campeau Ave., Detroit 31, Mich.

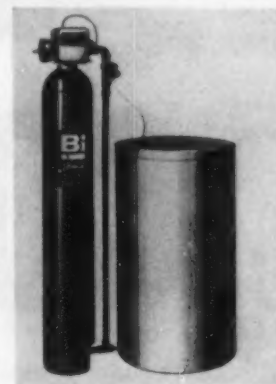


### New Gel Spot Remover

Gelatex, designed to remove stains of rubber and phenolic paints, shoe polishes, permanent lipstick and ink, is said to eliminate the waste of liquid removers that run, soak away

or evaporate. The clean concentrate, the company claims, will not darken or yellow light-colored fabrics, will flush or feather with a steam gun, and is compatible with all soaps, solvents and water.

For additional information: Signal Chemical Company, 5020 Richmond Rd., Bedford, Ohio.



### Automatic Softener

The new Belvedere fiberglass automatic water softener is guaranteed for life against rust or corrosion. A new high-capacity resin is featured. A brine tank shut-off and an automatic bypass are standard equipment. Flexible tubing allows the polyethylene brine tank to be placed as far as 10 feet away from the unit. The unit is delivered with resin already in the mineral tank.

For additional information: Bomare Industries, Inc., 17 Nassau Ave., Inwood 96, New York.



### Improved Change-Makers

New, improved Maximum Security Change-Makers have heavier cabinetry needing no vault or padlock, Underwriters' Laboratory-approved external locks, front loading and servicing, interchangeable units, double models and manual operation.

For additional information: Standard Change-Makers, Inc., 422 E. New York St., Indianapolis, Ind. *Continued on page 95*





# CONSERVATIVE

Here's one boiler you know is a born penny-pincher. That it saves important money for you coming and going—when you make the purchase, when you make the installation . . . and for years and years beyond . . . is a foregone conclusion. Just take a look at the facts and see if you don't agree . . .

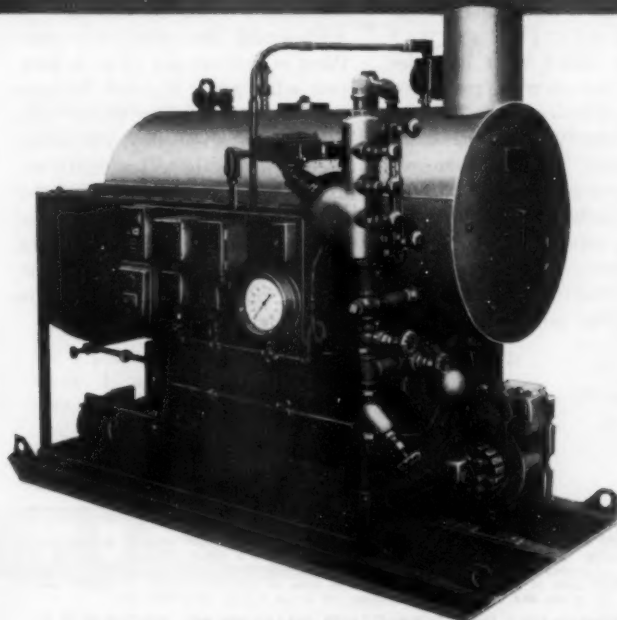
**CONSERVATIVE RATINGS:** Saves on initial purchase. Conservative ratings plus large combustion volume permit overfiring.

**CONSERVATIVE FUEL CONSUMPTION:** Saves on operating cost. The factory-installed specially designed combustion chamber with rapid heating refractory surfaces make possible peak combustion efficiency. Columbia's extra insulation keeps heat loss at a minimum.

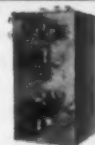
**CONSERVATIVE MAINTENANCE ENGINEERING:** Saves on servicing expense, provides maximum convenience. Complete combustion not only increases efficiency, but makes for clean combustion. Soot accumulation on heating surfaces is minimized. Rugged construction, simplicity of design, standardized parts and conventional accessories eliminate the need for service specialists.

it all goes to show  
why more and more profit-conserving  
plant owners are saying:

# COLUMBIA



HRT\* oil and gas fired boilers  
produce more steam per  
dollar invested, more steam  
per dollar spent for fuel.



**TANKLESS  
INDIRECT WATER  
HEATER**  
Gas or Oil Fired

**Quiet, economical, dependable**

Instantaneous indirect heating method utilizes copper coils, does away with the destructive corrosive action of raw water. Insures a continuous clean, rust free hot water supply.

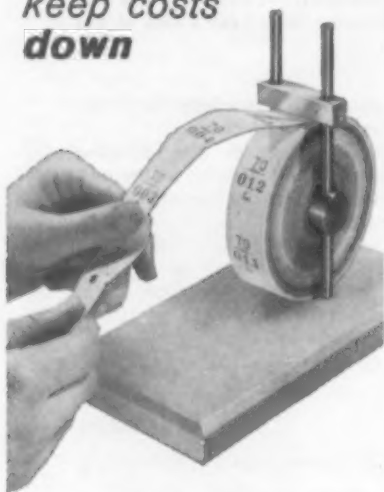
**HEATER GUARANTEED 20 YEARS**

\* Horizontal Return Tubular Type, suitable for firing by gas, or light or heavy oil . . . or interchangeably by gas or oil. Size 2 to 100 h.p.

Write to: **COLUMBIA BOILER Co. of POTTSTOWN, Pottstown, Pa. NC-116**

# new ARMA

**lot-control tags  
control work flow,  
keep costs  
down**



**To speed handling, reduce unnecessary overhead and keep an even flow of work through the plant, put ARMA Lot-Control Tags to work for you.**

ARMA Lot-Control Tags work in color sequence with small, easily handled lots of garments. Tags change color automatically and show the lot color change numerically. This provides a quick visual report on the flow of work as it travels through various departments. Stragglers and delays are spotted immediately.

Each roll of ARMA Lot-Control Tags contains 1,000 tags with different colors and ten successive lot numbers. Colors always follow the same sequence in each roll. Lot numbers assure no duplication until a safety cycle has elapsed.

Look into the advantages of this time-and-money-saving system. Contact your jobber or write today for literature.

**Pittsburgh Tag  
Company**

Box 6124  
Pittsburgh 12, Pa.

## LETTER from the editor

### Hot subject

OUR EDITORIAL on page 28 is devoted to the challenges of coin-op drycleaning and how to meet them. We cite several other fields which have had similar problems and have overcome them successfully.

To bring it closer to home, I had a very interesting visit at one of the outstanding plants in the Midwest recently. The plantowner was asking my views on the new development, and what it might do to his business.

This man also runs a very successful laundry in his city. In both his cleaning plant and laundry he turns out top-quality work, he advertises aggressively and consistently, and does a fine job on public relations and sales training.

To help him supply his own answers concerning coin-op cleaning, I asked him some questions. First, did he have any coin-op laundry outlets? The answer was no. Then we inquired as to how many such operations were in existence in his city. The answer was more than 250, competing for his customers.

We then asked what his sales trends had been over the past three years in his laundry plant. The firm had shown steady, substantial gains in that period. To me the answer seemed pretty obvious. Because he took care of his customers properly he was not affected by the new development.

Yet, in his mind, this wasn't sufficient. He pointed out that

many commercial laundries in the town had folded, thus dropping some business into his lap. Certainly this is part of the story. But the other part is that the reason these plants folded was because they weren't delivering value received to their customers.

As a result, many customers did turn to the coin-op laundry, to home equipment and to fewer competitive plants. But the fact remains that because our friend has continued to deliver quality work, at the customers' convenience, and to give value for the price charged, his laundry volume continues to grow. We're betting odds that the same thing will happen to his drycleaning volume when coin-op equipment comes to his market.

And while in a wagering mood, I'll bet my friend has never really thought about what his customers do buy from him. It never occurred to me until I heard a talk by Robert E. Oliver, who is public relations director for the Bank of Nova Scotia, at a recent convention.

He said the most important thing or product any of us in business sell is *peace of mind*. By turning out a good trouble-free job, delivered when needed, and advertised consistently to constantly reassure our customers, we remove any conflicts in our customers' minds. The same thing applies to a bank or gasoline station or a doctor. If you sell peace of mind, you're on the right track.

*Art Schuelke*

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Get used to compliments  
when you use a  
**Cissell Form Finisher!**

Your customers want—and deserve—quality finished clothes. They expect their clothes to be fresh, crisp, like new. And how do you accomplish this . . . how do you gain compliments for your shop's work? By using quality finishing equipment from Cissell.

The Cissell Form Finisher is built to turn out perfectly finished clothes every time—requiring a minimum of effort on your operator's part . . . leaves little hand touch-up work. It adjusts—fast and easily—to every size, from a tot's jacket to a full size overcoat.

Just check a few of the features: Com-

pletely dependable automatic time switch control . . . lever adjusted form . . . exclusive "ventilated" shoulder . . . Controlled air pressure *plus* air while steaming . . . two vent clamps for side vented garments. And these are just a few. There are many more Cissell-unique features which make this the best engineered finisher on the market . . . the most popular with cleaning establishments everywhere. Six-inch taller revolving assembly available on special order. Want to know more? See your jobber now.

You benefit when you use Cissell finishing equipment . . . your customers do too!

**CISSELL**

**W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.**

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles  
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

*Consult Your Jobber*

# TRENDS of the times

**Neither Rain Nor Snow . . .** The Post Office motto may soon be changed to neither rain nor snow shall uncrease these carriers. Some Uniform Company is now marketing permanently creased wool uniform trousers in weights for year-round wear. The Australian permanent creasing process is being introduced to uniform manufacturers in this country by the Wool Bureau.

##

**Cleaner Aids "Mercy Missiles":** As reported in a recent issue of the Norwich (Conn.) *Bulletin*, cleaner Charles Dupont of Dupont-Red Tag, Inc., recently cleaned all of the used clothing donated by the Norwich Rotary Club for the Navy League's Mercy Missile program, and delivered it to the submarine base at Groton. He also offered to clean the clothing donated by any other organization. The clothing will be distributed in foreign lands by crews of submarines based at Groton. They will work with the U. S. consulate at each port of call.

**Coming Soon: THE NATIONAL CLEANER**, in response to popular demand, will soon open a series of regional meetings, on coin-op drycleaning, all over the country. The meetings, in the form of round-table discussions, will begin after the first of the year. Leading cleaners, manufacturers and jobbers, all seeking answers to the current problems facing the industry, will be invited to participate.

Reports of these sessions will be carried in subsequent issues of THE NATIONAL CLEANER.

##

**A Really New Sideline:** During a recent transportation strike, cleaner John Kiley of Cambridge, Mass., gave his customers a new type of service. He sent his trucks to ferry his suburban customers into Cambridge center and into Boston.

##

**Fashion Fabric Note:** The new Paris collections are featuring lighter weight, more porous fabrics, such as Orlon acrylic fiber, for daytime fash-

ions. Evening fashions, reflecting the mood of the Thirties, appear in fabrics containing Dacron and other man-made fabrics.

Skirts feature new silhouettes; some have a pulled-in look at the hemline, some are round like bubbles, others have a teardrop shape or flare widely.

##

## Modern Living With Drycleaning:

A complete drycleaning plant was in operation during the recent St. Louis *Globe-Democrat* Modern Living Show. The plant was installed by the St. Louis Dry Cleaners Exchange, in connection with the local Better Business Bureau. Pamphlets on the Better Business Bureau's drycleaning program and on the wear and care of textiles were distributed at the exhibit.

##

**New Management Aid:** The Small Business Administration, Washington 25, D. C., has published a new 52-page booklet. Available at 25 cents per copy from the Government Printing Office, "Guides for Profit Planning" discusses the break-even point, level of gross profit, and the rate of return on investment.

# Fulton

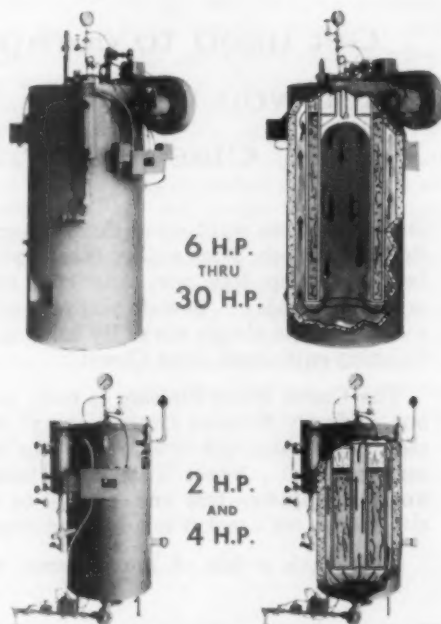
TUBELESS BOILERS

— SIMPLICITY —

## Fits THE Job

### THERE'S A FULTON BOILER FOR YOUR SPECIFIC NEEDS

- Fast steaming, efficient Fulton Boilers are simple to install . . . simple to operate. Oil and gas fired . . . available from 2 thru 30 horsepower.
- Fulton Boiler is the lifetime boiler . . . no tubes or coils . . . no costly repairs or shutdowns . . . practically no maintenance.
- For peak efficiency at the lowest cost, put a Fulton Boiler in your plant now.



ALSO — RETURN SYSTEMS AND BLOW-OFF SEPARATORS



**Fulton** BOILER WORKS, INC., PULASKI, N.Y.



# SLASH YOUR SOLVENT COSTS

## **75% OR MORE!\***

No new or existing plant can afford to be without both these money makers.

### RECLAIMERS WITH HOYT PATENTED FEATURES—MOST ADVANCED IN DESIGN

The absolute tops in drying and reclamation. Set **LOADTROL** to get correct basket speed for any load. **LOADTROL** assures perfect tumbling, perfect results: Fastest drying. Highest reclamation. Just-right condition for finishing (perfect tumbling eliminates heat-set wrinkles and stops fibre breaks).

**Other Features:** Stainless steel vital parts. Quick-change, oversize lint trap. Exclusive Cool-Down cycle (reclamation continues).

**Available:** "STEAM-MIST" Super Fast Solvo-Misers — cut finish time, prevent lint transfer. Special Automatic Group Controls — labor saving, time saving, quality control. Many special models to fill all requirements—20 to 75 lb. capacity!

### VAPOR ADSORBERS WITH HOYT EXCLUSIVE FEATURES—THE SENSATION OF THE DRYCLEANING INDUSTRY

Plant owners and operators acclaim the "Sniff-O-Miser" as the Industry's most amazing recent development. From all around the country come reports of the astounding savings it is actually pulling out of the air by sniffing up and reclaiming costly perc vapors which used to escape. Recovered solvent means big money savings. A "Sniff-O-Miser" soon pays for itself, and it means the end of offensive odors that may irritate customers. Three sizes — a model for every plant!

\*"Sniff-O-Miser" owners report solvent savings up to 75% and more.



When you buy reclaimers and vapor adsorbers — **LOOK FOR THE HOYT FEATURES!**

# HOYT

Write for bulletins or see your Distributor.

**WESTPORT, MASS.**

**AUTOMATIC DRYERS, RECLAIMERS AND CHILLERS**

# MONEY MAKERS



## Thank You Card

Here is a cheery year-end card to thank patrons for their business during the past year. This is sent out by Frederick Cleaner & Dyer, Inc., Los Angeles, Calif., during the holiday season.

The message inside the card states: "It's no secret . . . that we enjoy your patronage throughout the year . . . but the coming of the holiday season especially brings our feeling of gratitude to the point of expression."

The card concludes with seasonal wishes and the firm's name and address. Many people phone to acknowledge receipt of the card and to compliment the cleaner on his thoughtfulness.



## Antique Chairs in Coin-Op

A distinctive touch was given a coin-op laundry by installing antique iron lawn chairs at Fleet Cleaners, Kansas City, Missouri. Their stark black laciness contrasts vividly with the masses of white and colored enamel of the equipment and monotone masonry walls. Seven of these

chairs were picked up in a secondhand furniture store. The years' accumulation of rust was scoured off with wire brushing, and a couple of coats of black enamel paint applied.

These chairs are provided with holes in the feet for screwing them to the floor. Therefore they are all lagged down to the concrete floor and can't be pushed around or stolen. They are spaced 2 and 3 feet apart, so a squirming youngster in one chair doesn't bother the occupant of the next. Four of the chairs are grouped in a semi-circle so customers can "visit" while waiting, if they wish.



## Man in the White Suit

A recent promotion attracted a lot of attention to Sycamore Cleaners, London, England. Light suits in the city—particularly white suits—are almost never seen. To attract attention to soil, the plant paraded a white-suited man near London's famous department store, Harrods, with a sandwich-board man closely attending him giving the story.

The man in the white suit handed out thousands of red acetate gimmick cards imprinted with the picture of a well-dressed man. Copy read, "It may not look like there is dirt here but lift the flap." Underneath the red acetate sheet was printed a message only visible when the flap was lifted. It said, "Unless you have a white suit which shows the dirt, you ordinarily don't see it though it is present. Dirt weakens fibers, shortens the life of the garment. Dirt dulls colors. Dirt depresses."

The firm's trucks traveling in the neighborhood carried banners reading, "See him today—The Sycamore Man In The White Suit—Near Harrods." The weekend before the start of the

campaign postcards were distributed to alert the residents to look for such a man.



## Silent Salesmen

A group of attractive signs near the entranceway of Pride Cleaners, Chicago, sells the plant's services. Three signs in a flower design remind customers of the many benefits that come from dealing with the firm.

Each side of the sign contains a different message to sell the customers as they leave and enter the plant. In addition, they add to the appealing decor of this modern establishment.



## Christmas Trimming

An attractive Christmas display creates an image of quality in the minds of customers entering the call office at Strater Cleaners, Toledo, Ohio.

Plantowner Don Strater hires the services of a free-lance displayman to set up an appropriate motif in the windows along the street. Costs run about \$50 per window. Props and mannequins furnished by a local department store are changed seasonally throughout the year.

**"We're so satisfied with the Yellow Pages,  
it's the only advertising we do!"**

says Rita Rosselli, Mgr., Rosselli Dry Cleaning & Laundry Service, Kenosha, Wisc.



**ROSSELLI  
DRY CLEANING &  
LAUNDRY SERVICE**

NEW MODERN EQUIPMENT ASSURES YOU THE BEST POSSIBLE  
CLEANING AND LAUNDRY SERVICE

<b>ROSSELLI'S EXTRA SERVICES</b>	
• Fur and Coat Cleaning	• Specialized Stain Removal
• Linen Cleaning	• Repairs and Alterations
• Leather and Suede Cleaning	• Drapery Cleaning and Conditioning
• Garments and Baggage Cleaning	

**TWO LOCATIONS TO SERVE YOU**

715 5TH St. 24 HOUR 3000 44th St.  
**DL 7-9228 LAUNDRY SERVICE DL 7-9721**

FINESSE AND RELIABLE SERVICE IN KENOSHA, OAKCREST, BURN  
GREEN AND WILSON

Display ad (reduced) runs under CLEANERS & DYERS. Call the Yellow Pages man at your Bell Telephone office to help you plan a sales-boosting program for your business.



**"We recently expanded into the laundry field . . .  
also expanded our Yellow Pages advertising!"**



**"From customers' comments, we think the  
bigger the ad, the more impressive it is!"**



**"We use Yellow Pages directories in three  
communities to promote our four stores."**



Display this emblem. It builds your business!



**"Many newcomers in the area have told us that  
our Yellow Pages advertising sent them in!"**

# *Announcing... the* **NEW MAXIMUM**

**1, 2 OR 3 DEPENDABLE, MANUALLY**

**OPERATED STANDARD CHANGE-MAKERS**

**IN ONE HEAVY DUTY STEEL CABINET**



- Heavy 3/16 inch steel cabinet requiring no vault or padlocks
- Underwriters' Laboratory approved locks, and optional burglar alarm
- Front loading and servicing
- Interchangeable units
- New double models
- Simple, dependable manual operation

**Any Model Maximum Security Change-Maker can Be Insured at Minimum Premium**

The fabulous new Maximum Security Change-Makers have not only been designed to give you more protection for your dollar than any other coin changer, but their built-in security makes them insurable at minimum insurance premiums.

You can insure yourself against loss by theft or attempted theft on any model Maximum Security Change-Maker for as little as \$20 a year. This insurance is made available under a special policy with one of America's largest companies.

*For full information, ask your local Standard dealer, or write:*



# SECURITY CHANGE-MAKERS

BY



Maximum Security Change-Makers combine new security, convenience and flexibility with the proven dependability of Standard's manually operated change unit . . . the same unit employed in over 100,000 Standard Change-Makers used in over 20,000 automatic laundries and thousands of vending locations throughout the United States and many foreign countries.

**NO MORE VAULTS.** Change units and vault-type protection complete in one rugged 3/16 inch steel cabinet.

**UNDERWRITERS' LABORATORY APPROVED LOCKS.** Front loading changer door securely locked with two internal screw-type locks, and two case-hardened external locks with double tumbler systems that are UL approved. Restricted key combinations.

**OPTIONAL BURGLAR ALARM.** Battery operated burglar alarm available as optional accessory equipment on any single, double or triple Maximum Security Change-Maker.

**EASIER LOADING AND SERVICING.** Each change unit independently mounted in cabinet. Tilts forward for easy loading or may be completely removed for pre-loading or service.

**DEPENDABLE MANUAL OPERATION.** Simple mechanical mechanism . . . easy to maintain and service, even for the average "do-it-yourself" handy man. No motors, solenoids, complicated wiring systems, relays, switches or electrical installation expense.

**MODELS TO CHANGE 1, 2 or 3 COINS.** Built to order at the factory to change any 1, 2 or 3 coins (identical or all different) into any possible combination of change.

**UP TO \$420 CAPACITY.** 7 units to change 50c coins. 4 units to change 25c coins. 1 each to change 10c, 5c or two 5c coins. Units also adaptable to change most foreign coins, dispense tokens, tokens and change, or for cartridge loading.

**EACH UNIT SEPARATE.** Separate coin slot, large separate cash box, and easy-to-reach return coin tray for each change unit.

**SMART CONTEMPORARY CABINET DESIGN.** Not only an attractive addition to any store, but equally practical for built-in wall, common front, or wall, stand and post installation.

**COLORFULLY FINISHED.** Standard color is durable Hammerloid Grey, with brilliant red and white "CHANGE" decal, and easily read, easily understood instructions. Also available in Standard Beige or Green Hammerloid at no extra cost. Other colors, even matched colors, available at slight extra cost.



Single  
Maximum Security  
Change-Maker



Double  
Maximum Security  
Change-Maker



Triple  
Maximum Security  
Change-Maker

*Standard Change-Makers, Inc., 422 E. New York St., Indianapolis 2, Indiana*



# dulls fine garments

## STOP IT with Premium Darco®



Clear colors grow dull and gloomy in your washer when you let bleeding dyes build up. That's *Solvent Stain*, a sure way of losing customers.

Keep your customers and keep them happy, by using Premium DARCO activated carbon every day. It's easy and economical—just use one-half bag of Premium DARCO daily for every 1000 gallons of filter capacity.

**Remember . . .** you can't use too much Premium DARCO, but you can use too little. Order enough, from your distributor, today!

### TRY THE DARCO WHITENESS TEST!

1. Tear a clean piece of white cotton or rayon in half.
2. Run one piece through your washer.
3. Dry it, press, and compare with the other piece.

If the "cleaned" half looks gray, that's *Solvent Stain*.  
Call on Premium Darco!

made by ATLAS POWDER COMPANY  
Wilmington 99, Delaware







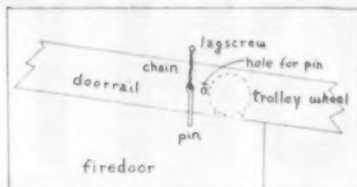
A PRODUCT OF CHRYSLER CORPORATION

# TIGHT FISTED!

A 1961 Dodge will save you more money scampering from door to door than any other truck going. Many reasons why. Like a revolutionary new Dart Power Six 225 cu. in. overhead valve inclined engine. A new 170 cu. in. version for special light-duty applications. And a new 251 cu. in. heavy-duty Six. They save gas like it was rationed. Heavy-duty 3-speed syncromesh transmissions, standard on all three Dodge forward-control models, make shifting as easy as click-click. LoadFlite push-button automatic and 4-speed syncromesh transmissions optional. New drop-center frame makes it easy to hop in and out. New steering makes driving a breeze. Seven wheelbases from 104" to 154". GVWs of 7500, 10,000, and 15,000 lbs. Dodge forward-control chassis for 1961 are loaded with muscle, hustle and money-saving ways. They're priced to compete with any truck coming or going. Make yours a tight-fisted fleet.

## DODGE BUILDS TOUGH TRUCKS

# GADGETS and gimmicks



## Pinned Firedoor Halts Break-Ins

There were several break-ins through a multi-windowed frame

building at the rear of Scotch Cleaners, Topeka, Kansas. The burglars then came up through the centrally located cleaning room to try the safe in the call office. Cleaning room and call office are masonry with heavily grilled windows on exposed walls.

Securing the fire door at the back of the cleaning room put a prompt stop to the break-ins. This was done by drilling a hole through the rail on the cleaning room side from which the

firedoor is suspended. This hole extends about 4 inches into the masonry. It is just behind the lower trolley of the door when the latter is closed. A heavy steel pin, inserted into the hole, makes the door immovable from outside the cleaning room.

During the day the pin hangs free from a chain that is bolted above the door.

The idea of using the pin was adopted after considering and rejecting a variety of ways of hooking up padlocks. These all proved either impractical, expensive or complicated.

The back room contains a bachelor laundry. At night all clothing is removed, except perhaps a couple of small hampers of damp work under plastic covers. There is nothing to attract thieves, and after another attempt, the break-ins stopped. Must be the word got around!



**SAVE TIME -  
INCREASE SPACE -  
SPEED SERVICE -**

with the *Call-Ette*  
the **GARMENT CONVEYOR**  
that pays for itself!

Here is a conveyor system that has been built to combine all the wanted features of top quality and low cost as determined by a recent market survey.

**TROUBLE-FREE ENCLOSED ROLLERS** are easy to clean, ensure quiet operation, reduce maintenance requirements.

*Durable aluminum alloy tubing with bronze conveyor band is guaranteed not to sag under the heaviest loads.*

*Heavy duty G.E. motor speeds garment to counter at 85 feet per minute, operating for only pennies a day.*

**DIAL-ETTE SELECTOR PANEL** provides automatic service by dialing job number for garment pick up. Also available with manual or foot operated switches as preferred.

*No installation expense. Just plug the Call-Ette in and it is ready for use.*

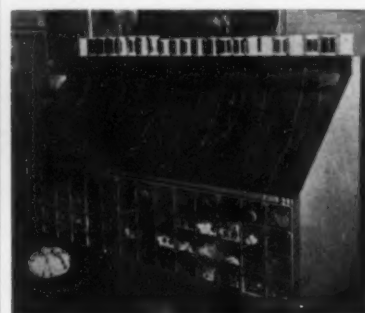
*Increases garment space by 45%. No aisle space needed. "L" "Z" or "U" shapes available in single or multiple units to fit your requirements.*

Get all the facts about New Profits with Call-Ette TODAY  
SEND COUPON FOR FREE DESCRIPTIVE BROCHURE

NU-MAC MFG. CO., 2536 24th Ave. So., Minneapolis 6, Minnesota  
Please send full details on "Call-Ette."

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Inquiries from representatives invited



## Visible Button Supply

For the repair department here is a button and thread cabinet that is hard to beat. It's installed at Mercury Cleaners, Sacramento, Calif. This cabinet has a sloping top, which raises up to give access to quite a storage area for supplies. Thread spools are positioned on the top edge, with a needle cushion across the top of the sloping lid. Threaded needles are positioned in the pin cushion directly beneath the corresponding spool of thread.

Both pin cushion and the sloping supply lid are jet black, which is a proper contrast for any of the many colors of thread. Being able to quickly pick out any desired color of thread has made the repairs go much faster and eliminated errors almost completely.

The lower part of the cabinet is filled with clear plastic button-drawers which are compartmented to hold three sizes of buttons. Each size button is cemented to the front of its particular drawer for fast selection.



**NO  
MATTER  
WHAT!**

**This  
Drycleaning  
Plant Will  
Always Be  
Profitable**

Read all about the Coin-Op Kleanerette in "The Portland Story." Get your free copy by checking the box in the coupon at right and mail it today.

You are looking at one of thousands of ultra-modern Permac-Clean plants throughout the world that always have and always will make money. The reason is that a Permac-Clean plant is designed for the future. It safeguards the dry-cleaner against the time when labor will be even scarcer and costlier...when supplies will cost even more...when space will be even more expensive...when textile technology makes equipment obsolete at an even greater clip.

The Permac-Clean plant is profit-proof because it is future-proof. It is the only package drycleaning plant where a minimum investment produces maximum profit.

Find out what the Permac-Clean plant can mean to you. Fill out this coupon and mail today for complete information.

AMERICAN PERMAC  
1569 Merrick Road, Merrick, L.I., New York

Gentlemen:

I would like complete information on what a Permac-Clean package plant can mean to my business.

Name

Company

Address

City  State

I am interested in the Coin-Op Kleanerette. Please send me a copy of "The Portland Story." ☐

# *Don't flirt with failure!*

Don't put up with poor performance when . . .

**BUYING THE  
RIGHT MACHINE  
IS SO EASY**

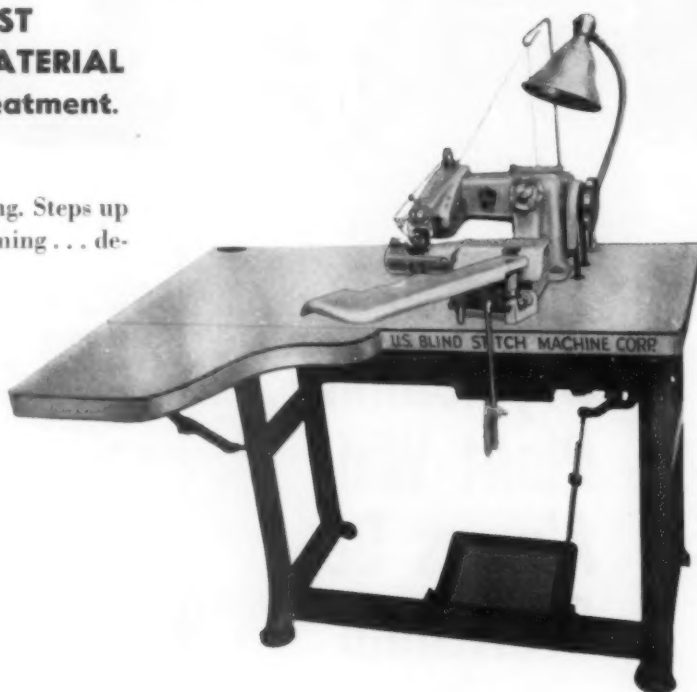
**NEW** U. S. Model 718-2  
Blind Stitch Machine

**Perfected Especially for Cleaners**

**Does ALL ALTERATIONS FAST  
Works on ALL TYPES of MATERIAL  
Stands up under toughest treatment.**

Eliminates slow, expensive hand-finishing. Steps up efficiency with neat, beautiful, fast hemming . . . delivers your alterations on time to create customer-satisfaction.

No doubt about it—the right machine for you depends on the type of work you do and the materials you have to work on. U. S. Model 718-2 is an *exclusive* model built *especially* for your alteration problems.



**Hi-speed specialized performance means:  
MORE SERVICE—MORE CUSTOMERS**



**U. S. BLIND STITCH MACHINE CORP.**  
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# What's NEW for LIPSTICK?

It's  
**ReddyGo**

... best for removing lipstick stains because it's made *especially* for lipstick stains. Contains no fatty acids. Wonderful on the board — perfect for that "lipstick load." Try it.

Take your pick...

- *Handi-grip spotting board bottle with dispenser cap*
- *Large economy jug — good for 250 average stains and a lipstick load too*

Order ReddyGo in either size  
from your jobber today



Another great new "Go" product for the professional drycleaner from the house of stain removal specialists...

A. L. WILSON CHEMICAL CO.  
KEARNY, NEW JERSEY

Descriptive folder on request

# EDITORIAL

## Take a Backward Look

Ever since the industry conference on coin-op drycleaning sponsored by this magazine last June, the talks we have been requested to give at several conventions have been devoted to this new development. It would be preferable to talk about the really important things, like better quality, improved customer service and consistent advertising programs.

However, since coin-op cleaning is the hot subject, that has been the focal point of interest. And since we have done so much research into the subject, it is probably natural that we have been asked to discuss it.

As it turns out, an interesting plus factor has developed. And it ties in with the three important subjects mentioned above. Our discussions with industry leaders at these various conventions have revealed this fact.

If cleaners want to know what impact unattended cleaning will have upon their business, all they have to do is take a backward look on other industries. The examples are endless.

For instance, our own Federal Government's plans for Social Security in the '30's spelled doom for the insurance companies. Or so it was felt. What happened? A look at insurance companies today tells the story. The Government program only made people more aware of the need of retirement income. The sharp insurance firms took advantage of this new attitude, this awakening, to sell retirement plans as they had never been sold before. Insurance firms are bigger than ever.

The advent of radio meant the end of the phonograph and recording industries. Yet these two fields have never been stronger than they are today. We now have high fidelity and stereo sound, better packaging of albums, better advertising of these products.

Then along came television, which meant the end of radio and motion pictures. Strangely enough, there are more radio stations and more radios than ever before. While the *quantity* of movies may have lessened, the *quality* has improved, and so have profits. This year should be the second best, profitwise, in the history of that glamorous industry.

Why bring up these examples, so far removed from drycleaning? The reason is very meaningful. We do not intend to be Pollyannish about the new development of coin-op cleaning. There is no sense in pretending that everything will be just fine.

The point is that when new challenges faced other fields, certainly some firms went under. They were complacent and couldn't face up to the facts of life. On the other hand, the progressive people in these fields *did* something about the situation.

They improved the quality of their services or products. They did a better job of selling and advertising. They became customer conscious.

The same challenges—and solutions—are before you. Which way are you going?

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*For the Carriage Trade...*

IT'S  
A  
MATTER  
OF  
DOLLARS  
AND  
SENSE . . .

ETHICAL  
**Imperial**  
PROCESS

*We Are Talking About...*

- NON-CLASSIFICATION
- NON-LINTING
- AT A COST OF BETWEEN  
**20 TO 30 CENTS PER 100 WT.**



**Anscott**

DRY CLEANING PRODUCTS Inc.

P. O. Box 566, Industrial West, Clifton, New Jersey

BOSTON  
NEW YORK  
NEW JERSEY  
PHILADELPHIA  
CHICAGO



# *All-the-way new* **FORD**

## New Pickup

Meet a revolutionary new pickup that saves more ways than any truck you've known! Modern cab-forward design pares away over a thousand pounds of dead weight, yet you get as much payload capacity as many standard  $\frac{1}{2}$ -tonners! It's three feet shorter over-all, yet there's a big 7-foot box with 73 cubic feet of loadspace! You get lively performance in a proven Falcon Six that gives up to 40% better gas mileage! And the best news, it's priced below many standard  $\frac{1}{2}$ -tonners!\*







## New Station Bus

Nothing can match this beauty for comfort, room and low costs! There's room to spare for eight! Converts to load hauling in minutes. Best yet, it's priced below even compact station wagons!\*



## New Van

Turn an Econoline loose on your route and watch delivery costs plummet! Cargo space is as much as 57 cubic feet bigger than conventional  $\frac{1}{2}$ -ton panels! Big double doors at both rear and curb side give you wide-open load accessibility! Floor is level, too—no rear engine hump. You get lively performance in a new 144 Six that gives up to 40% better gas mileage . . . saves up to \$215 a year. And there's three feet less space needed for turning, parking, garaging!

# ECONOLINE TRUCKS

**... ALL-THE-WAY NEW TO SAVE IN 4 BIG WAYS!**

- 1. LOW PRICE!** Save from the start with Ford's traditionally low price!
- 2. UP TO 30 mpg!** In certified tests, the Econoline delivered 30 miles per gallon . . . you can save as much as 40% on gas!
- 3. LESS DEAD WEIGHT!** 1,000 lb. less chassis weight to haul, yet carries over  $\frac{3}{4}$ -ton payloads!
- 4. BIGGER LOADSPACE!** 204 cubic feet—up to 39% more room but 3 feet less truck length to handle!

\*Based on a comparison of manufacturers' suggested retail delivered prices

## FORD TRUCKS COST LESS

**YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" PROVES IT FOR SURE!**

FORD DIVISION, *Ford Motor Company*

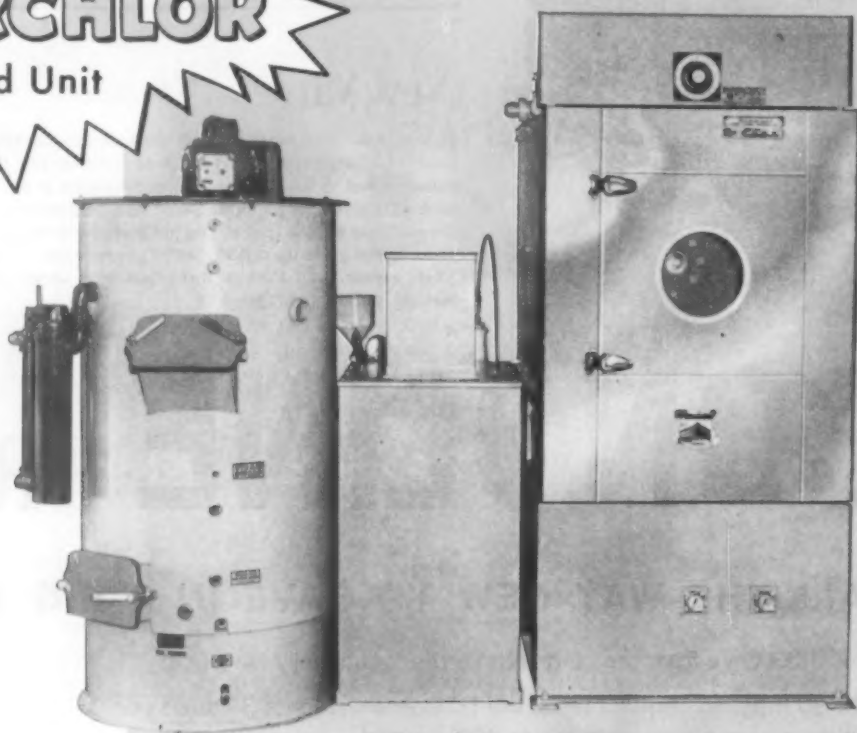


Superior **CLEANING** *plus*

Superior **FILTRATION**

This sleek, new Hammond Perchlor Unit will pack a lot of profit-power for you in 1960 . . . with even greater performance features than ever before. New speed, new efficiency . . . new reliability . . . all wrapped up in a compact unit that requires much less floor space and only 1/3 as much power as similar units. We'll be happy to send you complete details and the name of the Hammond distributor nearest you!

The  
**HAMMOND**  
**PERCHLOR**  
Perfected Unit



- No Bolting Down or Expensive Slab Necessary.
- Stainless Steel Front, Tub and Cylinder.

- Open Pocket — Self Balancing.
- 1300 GPH Monel Plate Screen Vacuum Filter.
- Automatic Powder Dispenser.

- Air Muck Agitator and Filter Backwash.
- 50 GPH Still and Muck Reclaimer Motorized.



*hammond*

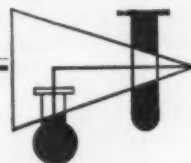
LAUNDRY — CLEANING  
MACHINERY COMPANY  
WACO TEXAS

# PROFESSIONAL DRYCLEANING

## VERSUS

# THE COIN-OP

By Dr. Samuel Machlis



Competition is the lifeblood of any business or industry. This factor causes vigor and growth. Charles Darwin, the father of Evolution, gave scientific meaning to the word competition when he related it to change. Mere change, however, does not necessarily result in progress unless we consider the environment under which the change is taking place. Environment is the key in the struggle for existence. For instance, a weak man can easily defeat a powerful shark in a struggle for existence when the environment is dry land.

Consider the electronic filter, an ingenious device, yet it failed in the environment of modern chemical technology and the charged solvent method of drycleaning. The development of the still brought forth a host of textile developments, creating more and more garments which could best be drycleaned—whites, pastels, mixed fabrics, mixed colors and fragile fabrics. This development caused industry growth.

The "Wholesaler" is identified with the start of our industry, at a time when technology was meager and quality and service were mediocre. Yet the ultimate price paid by the consumer was relatively high. These factors could not survive, so they were followed by a change. Basically that change came about with the establishment of the chain store "dollar" cleaner whose operation featured somewhat better quality and service but at a lower cost to the consumer. The total drycleaning volume grew sharply.

Further change took place when the chemist learned how to make synthetic solvent relatively inexpensive and in commercial quantities. This development made possible the unit plant or drive-in with on-premise service. Both quality and service improved and, in spite of higher consumer prices, this segment of the industry grew along with existing competition. The N.I.D. Dichter Report confirmed the desires of the consumer for better quality and improved service. The environment was just

right and the package plant idea grew rapidly and prospered.

The industry now finds itself on the threshold of another important change—that of the coin-operated drycleaning unit. A substantial segment of the industry has laid the groundwork, perhaps unknowingly, for public acceptance of coin-op drycleaning. The downgrading of the industry image thru failure to maintain solvent purity, adequate quality standards and attention to specialized details cannot help but alienate the affections of the drycleaning public and drive these customers to the much lower cost coin-op.

The industry must re-establish itself as a public service owned and operated by *professionals*. The industry must now struggle for its existence. The environment is still right for the *professional* drycleaner. The tools are available from within the industry. Today's garment can be drycleaned as clean as a laundered article possessing clarity and finish.

Faced with impending change, we asked important people in all parts of the industry to write specifications of a product to fit into this new environment. They summed it up like this: a product which would be without color; a product capable of removing the most tenacious ground-in soil; a product capable of removing water soluble stains; a product possessing anti-static and lubricating properties; a product with fluorescence and which would provide a rich, new finish and feel. The Stamford Chemical Company embarked on an extensive research program and has developed the product to meet every standard requested. This product is OPALITE.

*May we suggest that you investigate this most unusual product development? We invite your inquiries. For further information, write:*

*The Stamford Chemical Co.  
Stamford, Connecticut*



Spic and Span ladies were hostesses at the Awards Tea. Mrs. Stella Plous (left), wife of Harry Plous, and her daughter, Mrs. Janet Chesne (left background), helped the women's club leaders feel at home

## Recognition of women's clubs reaps publicity harvest

Plant-sponsored contest  
wins acclaim of civic leaders

SOLVENTS, chemicals and cleaning compounds varied and sundry are the lifeblood of the cleaning industry. But at Spic and Span, Inc., Milwaukee, Wisconsin, tea is considered pretty important, too.

Spic and Span, one of the largest drycleaning and laundry firms in the Midwest and a national leader in the industry, invited 300 ladies to tea recently. They all came, and the community will be counting the benefits for a long time to come.

The ladies were officers of Milwaukee County women's organizations. The tea was the climax of Spic and Span's first Community Service Awards competition this summer. The unique and rewarding program, offering \$600 in cash awards for outstanding community service achievements by these women's groups, drew 72 entries and focused wide public atten-

tion on the organizations and Spic and Span alike.

The immediate goal of sponsoring this competition was to bring public acclaim to deserving women's groups of the area for their projects on behalf of the community. But Spic and Span also hoped that thereby it would:

1. Identify the company in a meaningful manner with women's organizations and with individual women who wield influence in the community.
2. Build status and respect for the company as a responsible citizen and sound business leader.
3. Contribute to the over-all effort of the drycleaning industry to maintain sound and effective public relations.

Each goal was reached, and so successfully that Spic and Span decided immediately to make the community service competition an annual affair.

tion on the organizations and Spic and Span alike.

The company, which became publicly owned for the first time this summer, wrote its stockholders.

"If we have done no more than call attention to the wonderful community service work being carried on by our women's groups, Spic and Span has completely achieved its objective in sponsoring the awards . . . It was an edifying and gratifying experience for us."

### Great public response

But others said more. In a front-page editorial the Milwaukee *Journal* declared:

"Not talk but action, to the limit of resources big or little, was the test of awards for outstanding community







Thrilled and delighted, Mrs. Felix Jackson (left) accepts a \$200 check from judge Mrs. George P. Ettenheim. Mrs. Jackson is president of the Mary Church Terrell Club which conducts an adult educational program to solve illiteracy problems

## A pattern for the industry

Ed Miller and Harry Plous of Spic and Span have long used promotions to cultivate good public relations. And every one of them not only reflects credit to their firm, but brings added stature and recognition to the industry.

The Community Service Awards program is a typical case in point. This kind of community project enhances the prestige of the entire industry. What they have done, as related in this article, can serve as a model for other civic-minded cleaners throughout the country.



Milwaukee's most influential ladies—300 leaders of women's organizations—were guests of Spic and Span at the Awards Tea which climaxed the firm's first annual Community Service competition

service achievements as emphasized by the recent recognition program of a business firm (Spic and Span) . . . They were well judged, not for the amount of money raised or the number of people served, but for their worthwhileness in pointing to unmet needs and helping even a little to fill them."

In addition to the editorial salute, the *Milwaukee Journal* gave thorough newspaper coverage to the award tea. Extensive news stories, with pictures, were used in the four weekly newspapers serving the neighborhoods of the winners. Among the weeklies was the *Milwaukee Defender*, the city's Negro newspaper.

Radio and television stations, to a degree unexpected, joined in saluting the winners of the awards and the sponsor, Spic and Span. There was radio and television news coverage of the awards presentation. Additionally, there were a number of TV interviews, primarily on women's programs, of the winners and the sponsor.

There was one completely unexpected response to the competition. The *Milwaukee Public Library* wrote Spic and Span, saying:

"The *Milwaukee Public Library* is interested in keeping a record of community achievements. We would like to be able to have in our collection the files or projects and their justifica-

tions as submitted for your Community Awards Projects.

"In future years would it be possible for you, after the Awards' decision, to transfer to the library copies submitted for consideration, so that we may keep them as a permanent record of Community Achievement."

The firm replied:

"We are delighted with your reaction to the Spic and Span Community Service Awards project.

"In planning for future awards activity, we will certainly urge the organizations to make their entries available to the *Milwaukee Public Library* for its permanent record . . ."

This last letter was dated two



Harry J. Fleus (right), vice-president of Spic and Span, and two contest judges (left to right), Dr. J. Martin Klotsche, provost of the University of Wisconsin-Milwaukee, and Mrs. Norbert J. Klein, congratulate Mrs. Joseph Ferguson. Her club received a \$100 check for its work in aiding mentally retarded children

months after the awards were presented. And today, interest in the project is still maintained.

Any drycleaner can harvest the same results. Here's how Spic and Span did it. The Community Service project was the first of its kind, but not the initial community project by Spic and Span.

Preliminary plans for the Community Awards project were formed more than two years before the first winners were selected and prizes awarded. From the start, the company kept in mind a statement by Donald K. David, dean of Harvard University's Graduate School of Business and a trustee of the Ford Foundation, who said:

"The corporate bread cast upon the waters of philanthropy will come back with butter on it."

Spic and Span decided upon a competition that would award prizes "to any women's organization which has conceived, adopted and executed the most worth-while program of community service during the year."

In November of 1959, Spic and Span sent letters to the area's women's clubs announcing the competition and inviting them to participate. The announcement said awards would be given to clubs which, in the opinion of the judges, were doing the most effective job toward "Building a Better Community." It added:

"The theme of the competition was chosen deliberately to be broad enough to include every type of women's organization regardless of size, and to give smaller groups an equal chance with the larger ones. . . . Judging will be based on the effectiveness of each

club's goals, rather than the scope of the project. There is no commercial angle whatsoever involved in the award, as Spic and Span is sponsoring this competition purely as a community service to make Milwaukee aware of the important contributions of its women's clubs."

Announcements of the project also were sent to the city's major daily newspapers, the area's weekly publications and the community radio and television stations.

#### Leading citizens judge

As the clubs began to prepare their presentations, Spic and Span moved on to the selection of judges, realizing the better the panel, the greater the stature of the awards. The judges were announced in February of this year. They represented a cross-section of Milwaukee's leading citizens and each was anxious to be part of the program.

In a letter to the participating clubs, Spic and Span said, "We are sure you will agree with us that we are fortunate to have such a distinguished and qualified panel of judges." They were:

Dr. J. Martin Klotsche, provost of the University of Wisconsin-Milwaukee; the Honorable Robert Hansen, judge of the District Court of Milwaukee; Mrs. Norbert J. Klein, former president of the Wisconsin Federation of Women's Clubs, chairman of the Department of International Affairs of the General Federation of Women's Clubs, and member of the Education Committee of the American Cancer Society of Milwaukee; Mrs. George P.

Ettenheim, past president of the Jewish Vocational Service, member of the National and Regional Board of the National Conference of Christians and Jews, and member of the Board of Public Land Commissioners and of the Board of the YMCA, and Mrs. Woods Dreyfus, member of the Milwaukee School Board, past president of the Wisconsin Mental Health Association, and recipient of the 1960 citation for the Outstanding School Board member in Wisconsin.

#### Conditions of contest

The letter further stated that because the contest was the first, the judges were asked to set the final rules. One of the first things the judges did was explode a popular myth—that women's clubs are wealthy. So it was decided to award cash prizes of \$300, \$200 and \$100 to the first-, second-, and third-place winners.

Another rule required that all entries must be submitted in writing, longhand or typed, describing the nature of the project sponsored by the organization, its intended purpose and its current accomplishments.

Organizations sponsoring a number of projects were permitted to submit as many as they wished, but so that large and small organizations could compete equally, each project was judged as a separate entry.

Before the entry deadline, on May 1, the competition had been joined by 72 clubs representing 35,000 members, each of them fully aware that Spic and Span was their champion.

For the next two months the project was in the hands of the judges as they sifted the entries. At last the panel reached a decision, but it involved a bit more than expected.

The first- and second-place winners had been decided. But it was impossible to select a single third-place entrant, so a tie was declared, meaning four winners instead of the three planned initially.

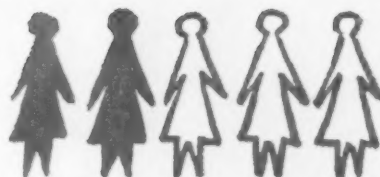
The first prize of \$300 was awarded the Women's Welfare Board, which cooperates with the Milwaukee Children's Hospital in sponsoring a preschool vision clinic.

The \$200 second-place award went to the Mary Church Terrell Club, Negro women's organization, for its "Three-R-School" for adults. The school is maintained especially for new arrivals from the South who find illiteracy a problem in adjustment.

Winners of the \$100 third place

*Continued on page 82*

# where do **you** stand with the ladies?



- 2 out of 5 think all dry cleaning is alike



- 2 out of 5 are dissatisfied with their present cleaner



- 2 out of 4 patronize at least two cleaners
- Most women think dry cleaning is hard on clothes

When you study this dramatic illustration of the general attitude of women toward all dry cleaners, it is easy to see why expenditures for dry cleaning have not increased much over the last ten years.

Fortunately for the Sanitone Dry Cleaner, Emery has been helping him for many, many years to do something about it. Sanitone users, who are to be found throughout the United States, Canada, South America, New Zealand and Australia, can testify

to that . . . can verify the effect on their sales of Sanitone 30-90's customer-pleasing quality.

They can also tell you how Sanitone 30-90\* puts at their disposal not only plant methods but ideas on how to improve the performances of all their people from the markers to the baggers. But you don't have to take our word for these things. Simply write today for the details on a free, no-risk demonstration in your own plant. See why you will improve your standing with the ladies.



\*Patent Pending

Write today.

## **SANITONE DRY CLEANING SERVICE**

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio

In Canada:  
EMERY INDUSTRIES (CANADA), LTD  
639 Nelson St.  
London, Ontario

*Practical answers  
to your questions on*

## When to advertise and how much?

By **MERWIN DECHTER**

*Exclusive!*  
**ANOTHER  
"FIRST"**  
*in National*

This begins an important new series of practical, down-to-earth tips on advertising, just for the drycleaner. Author "Dech" Dechter gives the answers to typical questions asked of him and this magazine by plantowners.

In addition he analyzes drycleaners' ads to show their good points, or how they could have been more effective. As a service to you, Dech will study your ads, if you submit them, and offer suggestions in forthcoming columns. As in this article, your plant name will be deleted from the ad reproduction. He's also available to answer specific questions about advertising.

Future pages of this feature will be devoted to *your* problems, if you'll send them to us. We welcome your letters and ads. Send them to The Editor, THE NATIONAL CLEANER, 466 Lexington Avenue, New York 17, N. Y.



### ABOUT THE AUTHOR . . .

Since 1953, Merwin "Dech" Dechter has been advertising consultant and adviser to Tuchman Cleaners, Indianapolis, Indiana. This was originally in addition to his regular duties as account executive in the advertising department of the Kroger Company, Cincinnati, Ohio.

At Kroger's, he was internal advertising consultant to regional and divisional advertising managers. He also served as advertising and sales promotion manager for the two manufacturing divisions of the Kroger Company.

Before joining Kroger in 1955, Dech spent five years as advertising specialist for Indiana University and Associated Retailers of Indiana. He conducted retail advertising clinics throughout the state in cooperation with local Chambers of Commerce. During this period he worked with over 5,000 retailers, including drycleaners all over the state.

Dech joined the Tuchman organization on a full-time basis in May 1960. He is now vice-president and advertising director of Tuchman Cleaners Cooperative Advertising Plan (see October NATIONAL CLEANER).

### What is the best day for me to advertise?

If the newspaper in your community is a daily, really there is no best day for advertising. Probably the easiest way to determine when to advertise would be to test your ads. Usually, however, because drycleaning enjoys big Mondays, Fridays and Saturdays, you should gear your ads to those days.

End-of-the-week advertising may be lost among grocery and department store advertising on Thursdays and Fridays. Saturday advertising does not allow for immediate response. Monday is our choice for running our ads.

### Is one big ad every once in a while better than several small-space ads at intervals?

In most cases, no. Advertising builds an audience, and the cumulative effort of constant advertising will make your smaller ads count more toward building traffic for your store.

### If I run small ads should the copy be changed?

Yes. Psychological tests show that repetition of advertising is appreciably more effective if the content is varied somewhat.

### If we are having a special and want to run several ads, should we start with a big ad, then run small ones, or should we start with small ones, then lead up to a large one?

Run the large one first, then follow up with smaller ads.

### Should I insert my ads in the paper when all the other drycleaners and laundries are advertising, or should I wait until slack advertising days?

If a paper is filled with ads, you can assume that the readers will respond to the volume and read those ads. In other words, advertising is concentrated during those days for a reason, usually because on that day your customers are interested in seeing and



## **"Fabric-Feel"®**

*exclusive on ALL  
PANTEX models—gives you*



### Standard on all these tried and trusted **PANTEX MODELS:**

**"THE GENERAL,"** the all-in-one press for legging, topping and households.

**"THE FABRIC QUEEN,"** with offset table and tray for perfect finishing of silks and fine formals.

**TROUSER "LEGGERS"** for fast, standardized finishing in fewest operations.

**TROUSER "TOPPERS"** to provide perfect topping with minimum motions.

No guessing — no fumbling — no do-overs! With Fabric-Feel to control the pressure, operators can turn out *quality* finishing, from one fabric to the next, all day long! You save on training costs—save on cost-per-garment-pressed AND enjoy the *extra* profit of satisfied customers who come back for more fine pressing!

Ask your Pantex representative for full details *today* on the complete line of time-tested and proved Pantex pressing machines, OR, write for descriptive bulletins *now*.

### An unbeatable combination for World's Finest Pressing! **HYDRO-AIR and FABRIC-FEEL**

Smooth, effortless closing of head with a fine selectivity of pressure that's matched exactly to the fabric—only PANTEX presses offer both.



# Pantex

PANTEX MANUFACTURING CORPORATION PAWTUCKET, R. I.

NEW YORK - CHICAGO - ATLANTA - KANSAS CITY

IN CANADA, PANTEX MANUFACTURING (CANADA) LTD. MONTREAL

## Advertising Analysis # 1 . . .

Good ad! Effective use of small space, and interesting illustration. Read down into the copy; it tells that his perfect grooming and careful appearance contribute to his being successful.

The copy then says that free mothproofing also contributed to his success.

That's a difficult claim to believe. The cleaner may offer free mothproofing—which is a fine additional service—but he should use that advantage as a feature of his work, not as a claim that will not be believed.

Incidentally, the mothproofing is free, according to the ad, but we're not told how much the cleaning is to start with. Maybe the price is prohibitive even though the extra is free—or maybe the price is so low the whole ad is rendered unbelievable.

*You can tell*  
**He's Successful . . .**  
*by the*  
**Clothes He Wears**



You can spot a "SUCCESS" in a minute, he's groomed perfectly; he's neat; and he is very careful about his appearance. Having his clothes cleaned regularly . . . and Free MOTHPROOFED, too\*, is part of his success. If you check closely, you will probably find he is one of our "regulars"

\*At no extra cost

CLEANER'S NAME HERE

will respond to what drycleaners are offering. Therefore, your ad, although only one of several, also will be read.

**But if I run on Saturday, for example, when there aren't many ads, then will my ad be noticed even more?**

True, but because your customers can't respond until Monday to ads inserted on the day before Sunday, then you've wasted a good part of your advertising money.

**How can I make my advertising effective in a newspaper filled with other ads?**

Write your ads according to sound advertising principles and advertise the right services at the right time—that is, at the season or time when they are in demand. No matter how small your ad, it then will be noticed.

**Does position mean anything?**

Not necessarily. Papers automatically try to keep women's ads from the business section and men's ads from the society page. But in asking for a certain location on a certain page, you are expending effort which is not necessary. Some papers even charge extra for position. Don't pay it. Let the paper put your ad where it wishes. The extra expense for chosen location will not be worth the results.

**When is the best time to have spots on radio?**

The radio time salesman best can answer that question. The factors you want to take into consideration are: audience you want your message to reach (women!), type of program on the air, and listening audience of the station at the time your spot will be aired.

Latest surveys show that radio listenership is highest in early morning

hours, drops down somewhat in middle morning, spurts up again around noon. From then on, audience is on steady decline until early evening, at which time it seems as though practically everybody switches to TV.

**In direct mail, when is the best time to send out advertising?**

Most advertising men agree that mailing over the weekend is the worst time for direct mail; too much mail is received on Monday, and your mailing piece is apt to be ignored.

**Should all my advertising contain the same service?**

Coordinated advertising is the best kind of advertising you can possibly run. Let your radio and TV time, your newspaper space, and your direct-mail pieces all push the same service; then make sure you have window posters and in-store signs on the same service.



## *for crystal clear solvent . . .*

**SUPER-KARB®—Pennsalt's new super-adsorptive activated carbon for solvent clarification**

Here's the *visible* solvent purity control you need for quality cleaning. SUPER-KARB's extra clarifying power—proved in laboratory and plant—gives you:

- Exceptional dye removal—see the speed and efficiency with which fugitive dyes are removed . . . how clear your solvent stays with SUPER-KARB.

- Superior fatty acid removal—prove it yourself, with any standard fatty acid test kit.

Assure yourself of the sparkling solvent necessary for quality cleaning . . . use SUPER-KARB every day. For accurate, easy use, it's packed in 1-pound white bags that prove its cleanliness in handling. Order SUPER-KARB today from your Pennsalt distributor.

Laundry and Dry Cleaning Dept.  
**PENNSALT CHEMICALS CORPORATION**

East: Three Penn Center, Philadelphia 2, Pa.  
West: 2700 S. Eastern Ave., Los Angeles 22, Calif.

\*Super-Karb is a trade-mark of Pennsalt Chemicals Corp.



*only one red cent*

*to clean a pound of clothes\**

# new all electric MIRACLE MIL gives you lowest cost, high-quality dry cleaning ever!

Unbelievable but true! This sensational, new All-Electric complete dry cleaning plant washes, extracts, dries, thoroughly and gently at the cost of only 1¢ per pound for solvent and power combined. It can handle 3000 pounds per week at a total average cost of \$30.00.



There's never been anything like it! The amazing, new All-Electric Miracle MIL needs no boiler, no extra accessories of any kind. A complete self-contained unit with built-in filter, still, cooker and reclaimer, it installs wherever electricity is available in 3'x6'7" ft. floor space. No steam piping. And — it's completely automatic!

Here in a single — and beautiful two-tone package — is the most modern, efficient dry cleaning plant ever made with advance features found in no other. Find out *all* about it. Write —

of operation in perc and power

**MIL NATIONAL CORPORATION**

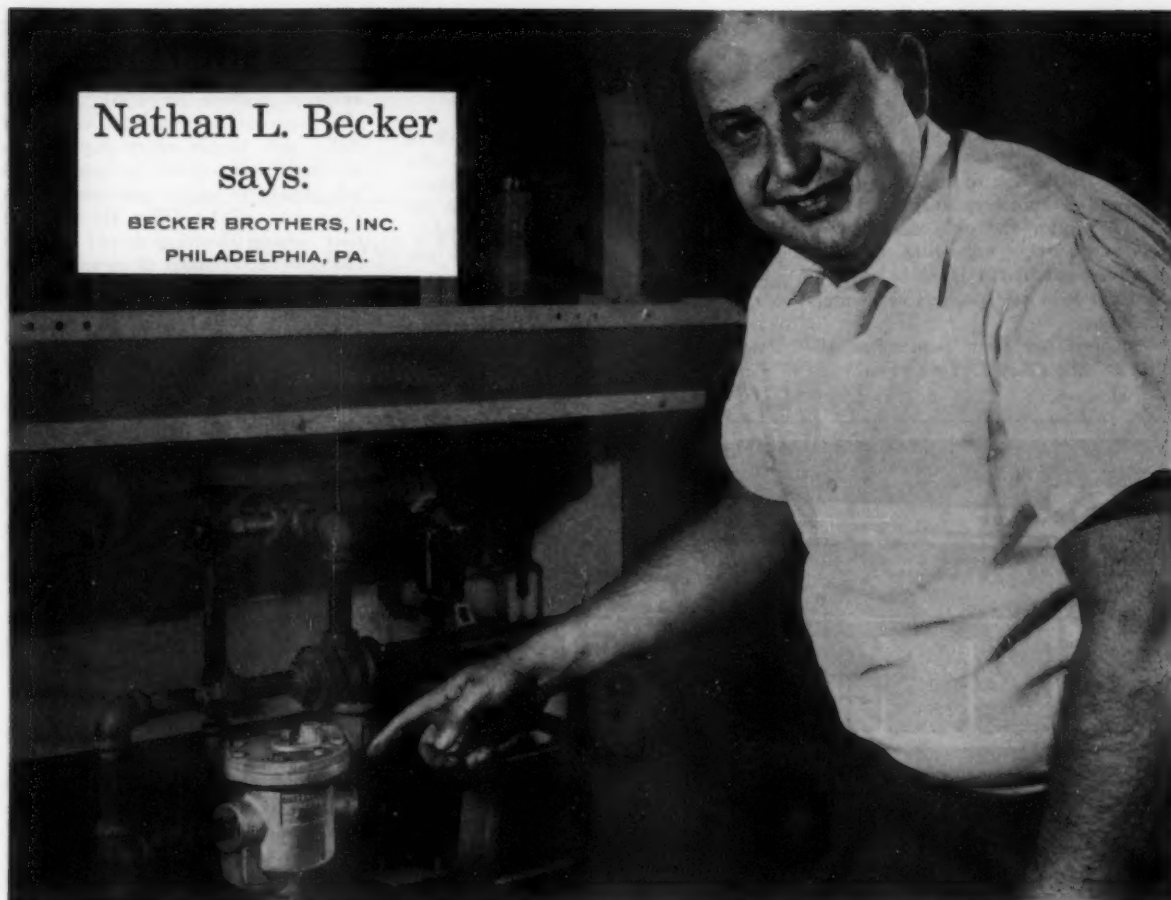
1101 East Tremont Avenue  
New York 60, New York

SYcamore 2-7700



Nathan L. Becker  
says:

BECKER BROTHERS, INC.  
PHILADELPHIA, PA.



"Quality finishing demands trouble-free performance—specify UNITED!"



It takes dependable replacement parts to keep the best equipment operating at peak efficiency. That's why Nate Becker recommends UNITED Steam Traps *exclusively* to more than 200 laundry men and drycleaners served by Becker Brothers in the Philadelphia area.

UNITED Steam Trap #850 is *precision-engineered* to save you money on costly repair bills and press downtime. Each unit, constructed of rugged cast iron, has a built-in, long-life strainer and bucket that are easily accessible for cleaning and quick interchange without disengaging the trap.

*You can avoid future trap trouble* by specifying a time-tested, industry-proved UNITED Steam Trap the next time you replace. Order from your nearest UNITED dealer or write for complete information!



Write for free  
UNITED  
pamphlet,  
"More Steam  
For Trouble-Free  
Press Operation."



**UNITED BRASS WORKS, INC.**

Department NL-11

Randleman, North Carolina

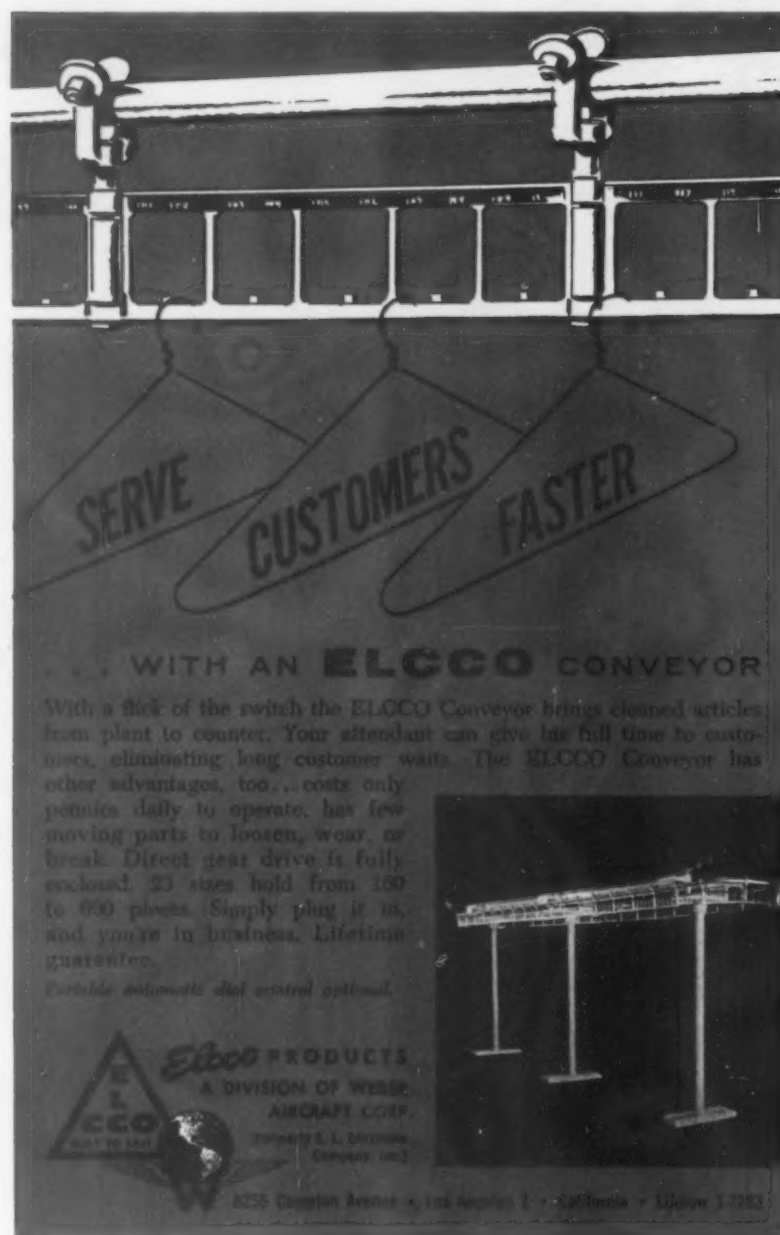
"50 YEARS OF SERVICE TO THE LAUNDRY AND DRYCLEANING INDUSTRIES"

# Toronto Hosts Canadians

A WELL-ROUNDED program drew nearly 300 registrants to the twelfth annual convention of the Dry Cleaners and Launderers Institute (Ontario). Under the able direction of D. H. Currie, managing director, the program had a good balance of business sessions, speakers and entertainment.

Sessions ran from September 18-20 at the Royal York Hotel in

Toronto, Ontario. The first order of business was a meeting held the first day to explore the possibilities of a Launderers Division of the Institute. A committee of laundry-owners was formed to get the project under way. This committee will also arrange a full day's conference to be held in conjunction with the Institute's Management Conference in February.



**... WITH AN ELCCO CONVEYOR**

With a flick of the switch the ELCCO Conveyor brings cleaned articles from plant to counter. Your attendant can give his full time to customers, eliminating long customer waits. The ELCCO Conveyor has other advantages, too... costs only pennies daily to operate, has few moving parts to loosen, wear, or break. Direct gear drive is fully enclosed. 23 sizes hold from 100 to 600 pieces. Simply plug it in, and you're in business. Lifetime guarantee.

*Portable automatic dial control optional.*

**Elcco PRODUCTS**  
A DIVISION OF WEBER  
AIRCRAFT CORP.  
2000 E. L. Drive  
Covina, Cal. 91724

8255 Canadian Avenue • Los Angeles 1 • California • U.S.A. 37283

Two stateside speakers were heard the second day. Art Schuelke of THE NATIONAL CLEANER discussed the business outlook for 1961. He said that competition for the consumer dollar gets keener every day. Cleaners must concentrate on quality and advertising to regain the decrease in their share of the dollar. He also said that coin-op cleaning should increase customer acceptance of cleaning, but those plantowners who turn out poor work and do not practice good customer relations will feel the pinch when coin-ops come into being in the next few months.

Cort Antonson of Adco, Inc., gave an excellent talk on the production of quality drycleaning. He stressed the importance of good solvent maintenance. He went into detail about solvent turnover during the cleaning cycle. There should be at least 15 changes in a 30-minute cycle, but more than that is all to the good.

Cort also emphasized the need for good spotting practices. Now that the mystery has been taken out of the profession, there is no reason for poor procedures, he said. Cort is a long-time student of the industry and has written many important papers for this magazine on cleaning and spotting techniques. His audience was very impressed with his knowledge of his subject.

The last day the featured speaker was Robert E. Oliver, public relations director of the Bank of Nova Scotia, Toronto. As an authority on the subject he talked on the importance of maintaining good customer relations. Prompt settlement of complaints is a must. People who talk to customers on the phone should be trained to be pleasant, courteous. This training service is offered by local telephone companies at no cost.

He also stressed politeness as a requisite of counter and route salespeople. These employees must become the customers' allies, and be interested and concerned with their problems. Mr. Oliver said the most important thing we sell is peace of mind to our customers. All these good practices have a bearing on customer satisfaction and contentment.

On the social side there were daily receptions and cocktail parties. A fine banquet and floor show, plus dancing, highlighted the entertainment.

Back on the business side, a new Board of Governors was elected. The new officers for the forthcoming year include Clarence Rennick of North Bay, president; J. Whaley of Waterloo, first vice-president; William Cleland, Kingston, second vice-president.—Art Schuelke

**Norge gives dry cleaners  
a huge new market!**



*After 7 years of development,  
a history-making profit maker—*

# Norge coin-operated dry cleaning machine

One of America's most fabulous untapped profit opportunities has been opened wide—for the first time—by the new Norge coin operated dry cleaner.

## **A huge industry can now grow bigger**

Dry cleaning is already one of the nation's biggest consumer service industries. Its annual volume is \$1.9 billion (twice as big as laundering). But this revolutionary new Norge invention promises to increase the use of dry cleaning by every family.

## **More people will clean more things**

Norge's new dry cleaner makes dry cleaning so simple, quick and inexpensive, families can clean blankets, sweaters, and childrens' garments more often than ever before. For the first time, *dry cleaning is as easy as washing!*

The opportunity this offers plant operators is obvious—and unlimited. It means additional customers, business, and volume, without increasing plant investment or operating overhead.

## **A proven market that's wide open**

Just as astute pioneers in coin operated laundries profited handsomely, *dry cleaning* offers new opportunities to those who get into the field *now*. Operators will have the advantage of a proven self-service market. And they will have the added advantage of being first with the most exciting, most *wanted* family service in years.

## **Today is the day to get started**

We can give you all details about the dry cleaner, the market, and how to get started. But we advise you not to wait. The opportunity is knocking right now. Don't wait for somebody else to answer!

Write, Wire or Phone for full details:

## **NORGE SALES CORPORATION**

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# Mechanization and systems boost profits in the small plant

By LAURA HERRMANN  
PORTERFIELD

## Chapter VI. Mechanization for special services

THE SMALL NEIGHBORHOOD plant that has been in the family for many years is often a hodgepodge of equipment that has been accumulated and positioned without much rhyme or reason. When the owner decides he needs a new piece of equipment, he either puts it where the old one stood or fits it in where it is convenient to an existing steam or return-line connection.

To some plantowners quick installation seems to be the important thing, rather than arranging complete units so that the work can be processed in proper sequence. Yet in addition to the time-, labor- and step-saving advantages of proper layout, it saves space that can be used for sideline services, such as shirts.

Many articles have been written and manufacturers have made available much information on the potentials of shirt finishing units in smaller

plants. They can tell you the different types of units available, how much production you should expect from each, and suggest many different floor plans so that the equipment will fit into the area available in the individual plant. (See *THE NATIONAL CLEANER & DYER*, July 1959.)

The small plant that has installed a shirt unit can give its bachelor customers a good service. But the installation of the unit also calls for an investment in a wet-washing machine, rinse tubs, and so on. We have come across a number of small family-run plants that would like to get more production out of this additional equipment. May we suggest a use for it

that will not only increase income but furnish a service that is much in demand?

Often, when attending meetings of PTA or Sunday School groups, we are asked questions about drycleaning and laundry. A frequent question, especially at a luncheon or dinner, is what to do with the lovely large banquet cloths and beautiful cut-work linens that are used at these affairs, as well as for home entertaining. It seems that this is one service that is very difficult to get in many communities. Also, when such cloths are sent out for laundering, it sometimes takes weeks to get them back.

In many, many towns there is a wide-open market for good finishing on fine linens, as well as on all household items. This is also a very lucrative item. Just as a woman will pay more to have an expensive formal cleaned, so she will pay more to have her finer linens finished. True, these items are special and do not come



Fig. 1. Large drape press can also be used for finishing tablecloths, sheets and other large flat pieces

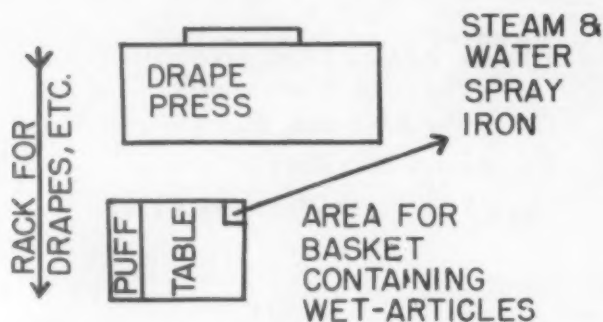


Fig. 2. Suggested layout of small-plant household unit including drape press, ironing table and puff irons

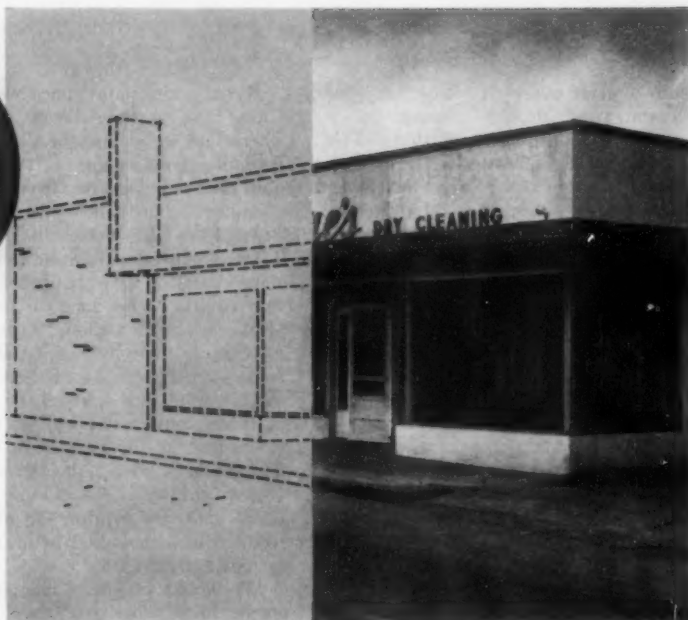


Fig. 3. Pushbuttons control pressure





**Are you running  
half a business**



## **You don't have a complete plant without a storage vault**

What used to be a sideline has become a standard part of the drycleaning business—and a highly profitable one. Successful cleaners all over the country have proved that a good storage vault brings a higher return for each dollar invested than any other new equipment you can buy.

Storage brings in profits three ways:

1. Through storage fees themselves
2. Through cleaning of stored garments
3. Through increased year-round business from new storage customers who keep coming back.

Many cleaners say they more than pay for the vault equipment the first year.

And the best equipment is the cheapest in the long run. Haertel Vaultmaster packaged units give long years of economical and trouble-free service. They provide *all* the necessary controls automatically: humidity, temperature, fumigation and ventilation. Haertel engineers will help you design an efficient vault.

Learn how you can join the money-making Haertel parade. Mail the coupon or call us today.

### **WALTER HAERTEL COMPANY**



2840 Fourth Ave. South  
Minneapolis 8, Minnesota

**WALTER HAERTEL CO., 2840 Fourth Ave. S., Minneapolis 8, Minn.**

- ☐ Please send me your free brochure in which cleaners and launderers using Haertel vault equipment tell how it pays off for them.
- ☐ Please have a Haertel man call to look over my plant and answer my specific questions.

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

into a plant every day. For this very reason you can get a much better price for their proper finishing. The customer may not use her best cloth as often as once a month, but when she does, she wants it to be in perfect condition.

The fastidious housewife does not want her large linen clothes folded like a sheet, but rather without any creases at all, if possible. With the use of cardboard rollers, obtainable from paper houses, the cloth will be ready to use and require no last-minute pressing. Special plastic covers that fit over the rolls also make it possible to identify the stored cloth without unwrapping it.

#### A case history

An example of how this service was installed comes from a small plant that was doing especially good dry-cleaning. It was asked by several of its social customers to take care of their large dinner cloths, on which they were unable to get a good job. After receiving a number of such inquiries, the young people who owned the plant decided to look into it. They had been offering a special bachelor service for some customers, taking care of personal laundry as well as shirts, which they had been finishing in their silk unit. This gave them more production out of their shirt-washing equipment, but a time study showed they were losing time and money in the silk unit. They decided they could take in some of these problem jobs, but soon found their equipment was not adjustable to do a good job on these large items.

As in many older plants, they were able to make plenty of room available by clearing out some long unused equipment and by moving their supplies to an extra garage. This left quite a space in the area adjacent to the finishing room. They had started to do some sheets and pillowcases, using an old hot-head press.

In making their plans, the owners found that if they got a large press to finish the special cloths, they might as well go all the way and take in all the other household items they were getting requests to do, such as curtains and drapes. They invested in a large drapery press, like that shown in Fig. 1, which is made to accommodate almost any size of drapery. Mainly, it allowed them to finish sheets in just three lays, a great improvement over the small hot-head press.

Here, again, more space was needed, as well as some layout planning. There had to be lines or slickracks to hold the items in lots, as they would now be getting drapes from the dry-cleaning department as well as the items from the wet-clean machines. They also needed puff irons to finish some parts of the household items that could not be done on the press.

In such a situation, it might be possible to start by putting the large press at the open end of the silk unit. Thus the finisher would have the use of the steam iron as well as the puff irons. But, again, we believe you will find it will be such a short time before "the world will be knocking at your door" that the equipment will soon have to be rearranged to make room for better production.

We would suggest a complete unit set up fairly close to the wetcleaning machines so that, if necessary, the operator can have help in either direction.

There are several different sizes of drapery presses. Some plantowners want one that will require only one operator, but this in turn will require more lays on the article to be finished. The larger press will give much better production but it will take two operators to finish and fold the larger articles. In Fig. 1 we see how two operators are positioned when there is a large drape that takes the full length of the press.

There are also buttons at the front of this press so that the operator on the left end may stand at the front of the press if there is a shorter drape to be finished. The operator at the right end handles the controls but cannot bring the head of the press down until the other operator touches her buttons, also. The catch at the front of the press allows the finished drape to fold and lie smoothly until the entire drape is finished and ready for folding or hanging.

In many plants both operators work a portion of the day in another production area, then both of them work on the household items and thereby get better production from the press. For instance, they might work getting all the fancy cloths laundered and ready for the press so that they will have a large volume to finish at one time. This allows also for the time when the volume increases to require an added employee or two in this department.

Along with this press there should be a large ironing-board table. Not an ironing board, but a table. It

should be sufficiently large to hold drapes and davenport slipcovers so that the places that cannot be finished on the press can be done here. It is good to have the puff irons adjacent to this table so that the large part of the drape can be supported on the table while the tops are finished on the puff irons (if that is the way they are to be done).

We would like to suggest a layout similar to the drawing in Fig. 2. Note that we have not included a sleeve puffer in our puff unit. There would be small use for it, and without it we can have all three puff irons on one table. We do feel the other three puffers can be very useful to the household finisher.

We would also like to recommend that in the small plant this same table be used as a wrapping table for articles that will not go on hangers. A shelf can be built below the table on which can be kept a large roll of wrapping paper as well as one of cellophane, if that is the way you wish to do your packaging. All your packaging supplies, like tape, string, labels and invoices, can very easily be kept close to or under this table.

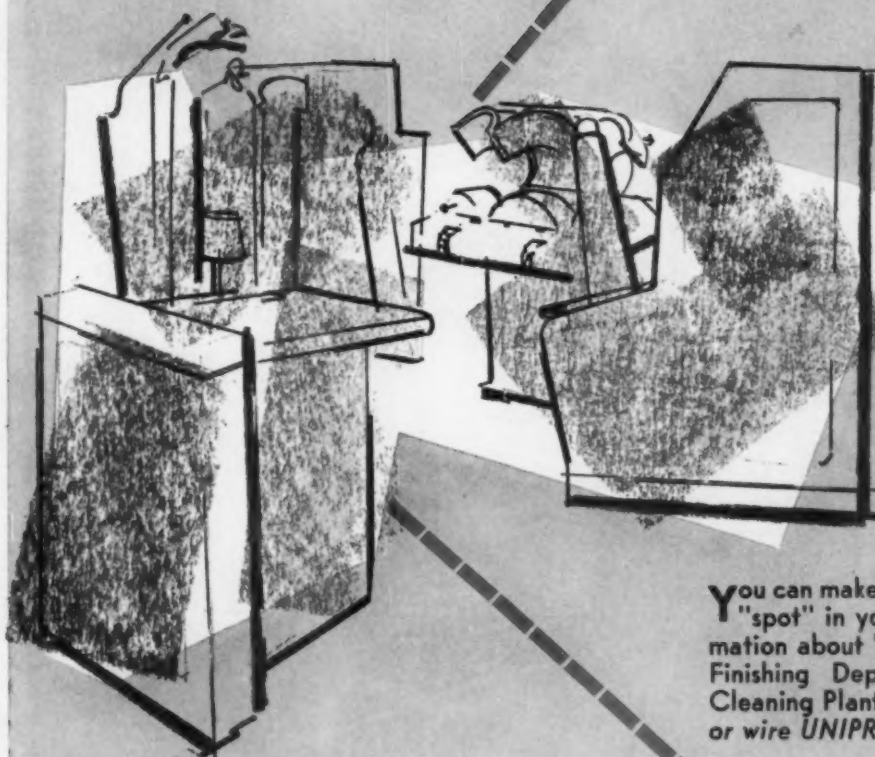
One drapery press has a pressure control which is adjusted by the button as seen in Fig. 3. This allows for a good hard pressure on a wet linen cloth. It gives the cloth a beautiful finish and dries it thoroughly at the same time.

It is important that the buck padding on this press remain soft so that any unevenness, like hems and embroidery work, will sink into the padding and not leave dry wrinkles along the edges. When it comes to finishing a heavy drape, just a touch of the pressure is needed to give it a smooth finish from the hot head of the machine. Blankets, curtains, drapes, pillowcases, sheets, tablecloths and many other household items can be finished with ease—and you will be giving your customer one of the best services rendered to the housewife in many a day.

Today, the young people we have given as an example are really in the specialty household business. They are doing an excellent job with never a complaint about the price charged for finishing the finest cloths. They have also been receiving lots of work from churches in the form of altar cloths and some of their finest surplices. There are many possibilities in this field, once the word gets around that someone in town is actually doing a fine job. # #

Mr. Dry Cleaner:  
***if you have a spot***

About 10' x 10'



**Y**ou can make this the most profitable "spot" in your plant. Ask for information about "A Money-Making Shirt Finishing Department in Your Dry Cleaning Plant." Phone *T*Aylor 4-2615 or wire *U*NIPRESS *M*INNEAPOLIS.

**UNIPRESS**  
C O M P A N Y  
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*the Adco Look.....*





....is the



Look!

*Adco* first helps you obtain top quality cleaning

with their famous **Miracle Method of Cleaning**. **TRIPLE X DRI-SHEEN** for petroleum and **PERK-SHEEN** for perchlorethylene, are double strength, water-white in color, completely soluble in solvent, therefore, are not removed by **KLEAN**, Adco's Triple Strength, **Vegetable-type** carbon. They contain no non-volatiles that must be removed. These detergents, being completely soluble, enable you to use sufficient **Klean Super Activated Carbon** to keep your solvent in top condition, water-white and pure at all times, yet you lose no soap through the use of Klean. A 1% charge of water white Adco Size, which is also completely soluble, produces the ultimate in drycleaning. Result: "TOP QUALITY CLEANING", NO LOSS OF DETERGENT OR SIZING, AND SOLVENT STAYS IN PERFECT CONDITION. THESE RESULTS CANNOT BE DUPLICATED WHEN OBSOLETE MINERAL TYPE CARBONS ARE USED!

*Adco* helps you merchandise

this quality cleaning to your customers by **Four Outstanding Merchandising Programs**. Contact one of our 65 trained drycleaning technicians to first install the Miracle Method on a **Guaranteed Basis** and **prove** through the use of swatch tests **The Superior Quality of Cleaning**. Then they will furnish you with merchandising aids at cost to help you **Sell This Quality** and keep your prices stable and produce new business!

**WE DEFY...**

any process or any method to equal Adco's **Quality, Economy and Merchandising Programs**. Make us prove this in your plant at no cost to you until satisfied. Save up to 30% on cleaning room supplies and 15% on your finishing costs. **MAKE ADCO PROVE IT!**

*the Originators of*  
*No Rinse Quality Cleaning*  
*Adco*

MANUFACTURING CHEMISTS SINCE 1908  
**ADCO INC., SEDALIA, MO., U.S.A.**





Experimenters Gottry and Henderson show drapes in front of a pile of blankets that came in "by the dozens" during this July clean-only promotion. Price on blankets is 50 cents, against \$1.49 for the regular finished price

## Small plant tries variation of clean-only

Used as off-season promotion, requires assembly before finishing

By WILLIAM R. PALMER

**MOTHS DON'T TAKE A VACATION . . .**  
*Let Fleet Help You Clean Your Closets*  
 SPECIAL . . . NOW THRU THE MONTH OF JULY  
**ANY ARTICLE OF WEARING APPAREL**

<b>Dry Cleaned and Steam Air Finished</b>	<b>DRY CLEANED ONLY</b>
<b>50c</b> <small>(Minimum of 4 articles)</small>	Sweaters— <b>15c</b> Skirts or Shirts— <b>25c</b> Dresses— <b>35c</b> Coats— <b>40c</b> <small>(Minimum of 4 articles)</small>

**HOUSECLEANERS SPECIAL — BLANKETS . . 50c**  
**GET THOSE SECOND BEST CLOTHES CLEANED NOW**  
(Dry Cleaning Destroys All Forms of Moth Life)

Your garments are insured for twenty times the cleaning charge

**Fleet Cleaners 7924 Troost**

This mailing piece circulated among customers was the only promotion of the closet special that produced the biggest week in plant's history. On suits that 50 cents is for each piece

A CLEAN-ONLY service did very well this past summer for Burrill Gottry and Tom Henderson at Fleet Cleaners, Kansas City, Missouri. The new venture was stimulated not only by possible threat of coin-op dry-cleaning, but also by the success of similar ventures in larger plants at Spokane, Washington, as reported by NID President Ray Vermeers.

Clean-only was introduced as a special for the month of July only. In the first week of clean-only service the plant had its best week in its 15-month history. Throughout the month the average bundle price ran a third higher than before the sale.

The sale was called a "closet special." Customers were urged to "get those second-best clothes cleaned

now." In explaining the service, it was constantly pointed out that if garments are worth keeping at all, they are worth keeping clean. Dry-cleaning destroys all forms of moth life, Fleet sales personnel insist, and thereby prevents spread of moths from older uncleared garments to the better clothing. Also, worn clothing deteriorates just as rapidly when in a soiled condition as do new fabrics.

The high bundle averages are due to the minimum number of four articles per bundle required to qualify for the sale prices. However, a suit is counted as two pieces. This gives a suit drycleaned and steam-air-finished for \$1, as against \$1.35 regular price. The cheaper service omits touch-ups and free repairs. Trousers receive the usual number of lays on the presses.

Price spreads are narrowest between the regular charges and the closet special prices for all articles requiring steam cleaning or some finishing to be presentable.

No quick service is given with the price special. On the regular service, customers can get garments back in an hour without extra charge, if they request it.

Clean-only prices are based on

# SAVE **3** WAYS with HUEBSCH



# 1

## SAVE WITH HUEBSCH ON TRANSPORTATION...

Huebsch Factory Network (5 plants located nationwide, and now a sixth in Toronto) cuts transportation costs and delivery time significantly. You save as much as \$40.00 or more for each Huebsch 37 x 30 gas heated tumbler dryer in transportation costs alone and up to one week or more in shipping time. The Huebsch 37 x 30 tumblers are shipped F.O.B. nearest factory to save you time and money. Why not cash in now on these savings?



# 2

## SAVE WITH HUEBSCH ON INSTALLATION...

Special Huebsch built-in features save on installation time and costs: *Adjustable feet* for quick, easy leveling and alignment of tumblers; *automatic back-draft damper* prevents hot air and lint from blowing back through tumbler into room; and safe, too, with *High Temperature Limit Control*, *Air Flow Switch*, and keyed locks on access panels.



# 3

## SAVE WITH HUEBSCH ON OPERATION...

Huebsch quality construction guarantees you a long-life tumbler with a minimum of care and attention: self-cleaning lint screen and Magic Carpet for quick, easy lint removal; trouble-free drive; no hidden gears. All controls readily accessible from front for fast, easy servicing and adjustment; sealed ball bearings, no oiling required.

CONSUMER DESIGNED  
HUEBSCH TUMBLERS  
MAKE FRIENDS AND CUSTOMERS  
*for you!*

SIMPLE, SAFE LOADING DOOR  
TEMPERATURE RANGE FOR ANY LOAD OR  
FABRIC • NO LINT WORRIES • COOLER  
SURROUNDINGS • COLORFUL TUMBLERS  
CHOICE OF ANY COLOR • STANDARD  
OR COIN OPERATED MODELS

ORDER THE HUEBSCH 37 x 30

# HUEBSCH ORIGINATORS

MILWAUKEE 1, WISCONSIN  
FIRST IN TUMBLERS...FIRST IN FEATURES



Work and sports clothes predominate in garments received on clean-only; low-cost blankets and drapes lead the household items that probably would never see the cleaner at regular prices

Separate tag pinned to invoice marks the quick-service specials. Time due out is written on tag, locating assembly next to cleaning means garments are sorted once according to type of service



## Clean only— good or bad?

At the recent New York meeting sponsored by The National Cleaner, the industry leaders present voted against clean-only service as a means of combatting coin-op drycleaning. Yet there are cleaners scattered about the country who tried it, and claim success.

Ray Vermeers, president of the National Institute of Drycleaning and owner of Parisian Cleaners, Spokane, Washington, related his experiences with this service at the recent Back Home Day program of the NID Alumni Association in Washington. He's offered clean-only for some time and is pleased with results.

The accompanying story about the well-known industry figure, Burrill Gottry, and his partner, Tom Henderson, also indicates that there may be a place for this service.

While the experience of Fleet Cleaners and others conflicts with the opinions expressed at the New York meeting, your editor feels it important to let you see "the other side of the coin."

Assembly department is now tucked between cleaning unit at right and finishing at left. Spotting on board in foreground precedes the drycleaning, except for respots sent back by finishers, who do inspecting also



what was determined to be the actual cost of producing and packaging each type of item cleaned. One reason for making this special for a limited time only was to learn from experience whether some prices needed adjusting. They have decided, for instance, that sweaters should be 20 cents instead of 15 cents, when the closet special is resumed.

Fleet Cleaners has clean-only prices for many items not appearing on the promotion card illustrated here. Drapes at \$1, versus \$1.75 for the cleaned and finished service, have drawn very well in this off-season.

So far, sport shirt volume on clean-only has been disappointing. These plantowners felt that four sport shirts for \$1 would attract many shirts that need little finishing. Next time they'll push this shirt angle a bit, and expect better results as the housewives "catch on."

Only sales promotion for the closet special has been mailing a 4½-by-8-inch card to all names on the mailing list. This was compiled from invoices for current and past customers. The same cards were posted in the window of the call office, around call-office counters and in the plant's coin-op laundry next door.

Since the promotion was confined to persons already acquainted with Fleet Cleaners, there have been few new faces seen as a result of the special. But there have been "a great many faces not seen for a long time." These obviously are folks who first shopped Fleet Cleaners for bargain prices right after it opened for business in April 1959.

The clean-only special has brought out a large volume of items not usually received in quantity at Fleet Cleaners. Much of it is old clothes obviously used in work around the house, garden, car or boat, or for outdoor sports of various kinds. Among the blankets, at least 75 percent are of a quality and degree of wear and soiling not usually sent to the dry-cleaner.

It is obvious that Fleet Cleaners' closet special is *really* cleaning out the closets.

### Moved assembly before finishing

To fit clean-only service into the regular service without duplication or conflict, it was necessary to move assembly ahead of finishing. The normal workflow now is through prespotting, cleaning, assembly, finishing and bagging.

*Continued on page 78*



# English Gets a NEW Word

diminutives, as, con-  
clean free from  
to remove dirt from; u  
cleaner one w  
which is more clean th  
from imperfections and  
Fax drycleaning  
brilliant results  
softer, br  
more

## MAYBE YOU EXPECTED

that last word to be "Cleanest."

Well, that's just what FAX means—this latest drycleaning charge soap by CALED gives you the cleanest cleaning the world has ever known!

### IT'S SPECIALLY DESIGNED FOR PETROLEUM SOLVENTS

Garments come softer, brighter. FAX gives great brilliance. Your finishing is faster. FAX MEANS MORE PASS-UPS . . . MORE PROFIT!

Car coats are cleaner. FAX removes spots better. Absolutely no lint! Thus, FAX eliminates costly lint removal. Again . . . MORE PROFIT.

Easy to use, FAX is easily tested . . . Simple as ABC (Always Buy Caled).

Money saving . . . FAX is the cheapest soap ever . . . it lasts . . . and lasts!

Perfect with moisture controls . . . FAX actually needs no controls.

CLEAN . . . CLEANER . . . FAX.



## Caled Products

COMPANY, INCORPORATED

BRENTWOOD, MARYLAND



**Architectural design** is one of the first of its kind for any building in this country. Bright-colored wall panels close in areas where window walls would be inappropriate. It also makes for flexibility

## Concrete and glass sell drycleaning

By TOM O'NEILL

"WHEN I DECIDED to build my fifth plant," said Roy Brown of Pride Cleaners, Chicago, "I wanted something different. I wanted to get away from the conventional box and build something that would present an image of progressiveness and efficiency

Roy Brown has been in the dry-cleaning business since he was 13 years old. He operated a chain in 1937 and left it to go into Uncle Sam's Army in 1940. After the war he went into the wholesale petroleum business for a while. It wasn't long, however, before he decided to get back to drycleaning. In 1952 he opened his first synthetic unit and in four short years he had three plants. In 1956 he sold this interest, went into partnership with his brother Frank, and founded Pride Cleaners. His fifth plant, the subject of this feature, is a good indication of his future.



**Handsome sign** of fluorescent, incandescent and lighted panels gets lots of attention from passersby on busy through street

**Beneath this pylon**, which doubles as a drain, lies a 100-foot beam running under the plant and connecting with a similar pylon



to my customers. I think my building has done that."

And that it has. Since Mr. Brown's plant opened last July customers have beat a path to his glass doors. His grand opening was a success beyond all expectations, bringing in \$2,700 in just eight days. Not only has customer reaction been encouraging but Mr. Brown also enjoys the additional pleasure of contributing uniquely to the architectural level of the community. "The advertising and public relations values of the building are difficult to measure," he said, "but difficult only because they are vast and far-reaching."

A good example of just how far-reaching and unexpected they have been lies in the weekly visits of a busload of architecture students. Mr. Brown's architect, Jerry Seigwart of Evanston, Illinois, assures him excitedly that he has "the only free-standing hyperbolic paraboloid in the city!" While that may not mean a thing to most of us, to Roy Brown it means interest, excitement, free publicity and sales.

#### Building facts

To get down to some facts about the building, it is called—in layman's language—a free-form concrete structure. The roof is 5,000 square feet of thin shell, poured concrete ranging from 7 to 2 inches thick, and it actually shrinks and swells with tem-

perature changes. There is a 100-foot beam anchored beneath the building tying the two pylons together (something like a bowstring holding together two ends of a giant bow of flexible concrete).

Since the roof is, and must be, one unit, the entire 5,000 square feet of concrete had to be poured in one day. The task was so unique that Mr. Brown had a little difficulty finding a concrete man who would tackle it. The problem was solved when he found a contractor who had just finished a study of free-form concrete structures in South America.

At its highest point the roof is 40 feet from the parking lot, and under it there is 3,000 square feet of usable floor space uncluttered by supports.

The exterior walls are made of revolutionary asbestos "sandwich board" panels 2 inches thick with air cells in the center. These panels combine remarkable insulating qualities with color, easy maintenance, good design and flexibility. Mr. Brown worked up to the last minute on improving and modifying his plant layout and these panels made it a great deal easier. He didn't have to worry about wall space and window area. If he wanted a wall rather than a window he had only to say the word.

"I replaced wall panels with glass and glass with wall panels right up to the end. I might have driven a contractor to the breaking point but I got what I wanted."

#### What it cost

The building cost \$68,000 including air conditioning, lighting and plumbing. The land, equipment and parking lot are not included in that figure. Mr. Brown could have trimmed the cost by using cheaper materials here and there but he preferred the best. A typical example of his long-range thinking is his choice of vinyl asbestos flooring rather than the much cheaper asphalt. His reasons: maintenance, durability and appearance.

He spent \$8,700 for his sign—a really spectacular combination of neon, incandescent and lighted panels—but again he feels that it was money well spent. It is situated on the outside corner of his lot and is high enough to avoid melting into the surrounding sea of glittering neon. A lesser sign couldn't have handled its job of "getting undivided attention" nearly so well. The 22-car parking lot might have been made smaller but Mr. Brown knows what parking means to his customers.

#### Some special problems

The problem of storage—a direct result of the unusual style of the building—had to be solved in a manner as unusual as its cause. The erratic and soaring roofline made an attic, or anything like it, out of the question. If you can't go up the only alternative is down. And so a storage "pit" provides



Colorful, well-designed displays sell services while they maintain theme of ultramodern efficiency



Storage "pit" provides an area for supplies or storage boxes that is both convenient and out of the way

a safe, dry and out-of-the-way area for supplies or storage boxes.

Lighting was a problem at first. The architect wouldn't allow his "hyperbolic paraboloid" to be cluttered up with a lot of conduit. The problem was happily solved with the aid of self-supporting struts from which the fluorescent fixtures were hung. Spot lighting for special purposes such as display was handled in the same way.

The usual problem of plant layout was complicated slightly in that the building demanded an open and airy look. The layout had to be attractive as well as efficient. Mr. Brown worked with designers and engineers for weeks experimenting with different layouts and ironing out bugs. We mentioned before that the wall paneling helped eliminate some of the difficulties. You can easily see that while the architecture presented some unique problems, it also solved some of them at the same time.

### Facilities and capacity

Aside from the basic synthetic equipment, the plant has two utility presses and an offset silk finishing machine, a complete shirt unit and three automatic conveyors with a total capacity of 1,000 orders. The plant can turn out more than \$2,000 of combined drycleaning and laundry per week. It already does about 2,900 shirts a week, finishing shirts for the other outlets as well. While the other four Pride plants do about \$90,000 a year each, Roy Brown feels that his new plant will do well over \$100,000 shortly.

### Accessories enhance image

It's good business and good sense to have everything, big and little, working toward a single goal. Therefore it's good sense to have all details carry out the theme of the plant. There is

no reason why small things like displays and garment bags can't be worked into a large, unifying theme.

In Pride's case both of these items are the result of a great deal of thought. The designs used (inspired by one of Mr. Brown's favorite modern artists, Piet Mondrian) are consistent with the architecture and at the same time lend themselves perfectly to promotion. Basically the style makes use of blocks of solid colors and divides space with bold, black lines to make it interesting and attractive.

Other details such as uniforms have also been given close consideration. The plant workers wear multicolored uniforms and the counter girls wear a black skirt and pink blouse combination. Pride furnishes the skirt for the counter girls and monograms the uniforms for the plant employees. This consistency in uniforms and design helps maintain the feeling that the plant is progressive, well-planned, expert and ultramodern. The over-all effect is greatly enhanced by the noticeable attention given to details.

The result of this attention, good planning and long-range thinking is obvious. Pride Cleaners can indeed be "proud" of being one of the most unusual and handsome plants in the country. And the customer walks away from the counter feeling he has done business with a really wide-awake, advanced and professional outfit. He knows that his clothing is in good hands. # # #



Compact arrangement of cleaning equipment saves time and space



The two presses and the silk finisher are arranged for through-the-unit production. Open, airy look is preserved



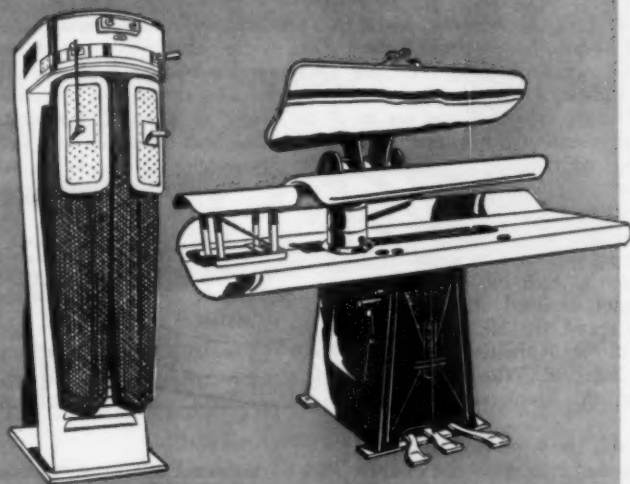
Shirt unit is clearly visible from the street and call office





# WITH AJAX YOU CAN SLASH DRY CLEANING PANTS FINISHING COSTS

A new modern concept in topping and legging is changing the pace of the industry — **FASTER THAN EVER.**



## **AJAX Topper-Matic**

Finishes trouser tops automatically in one lay — neatly with a minimum of handling. New design gives you ease of handling and a consistently uniform top every time, plus finest quality finishing at the utmost economy.

## **AJAX Legger**

Fully automatic . . . equipped with safety controls . . . reduces handling time . . . improves the quality of pressing. Equipped with AJAX Sensitive Pressure Selector, permitting any degree of pressure . . . reduces fatigue and operator turnover.

**AJAX Automatic  
Pants Finishing Unit**  
now cuts out seven  
steps in pressing  
trousers . . . giving you  
better quality in  
one-half the time —  
with 3 Simple Lays

Overcome the problem of costly production time. Contact your nearest AJAX representative. He will be glad to furnish you with the complete details immediately

*Since 1929 the Leader in design*  
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# Electric motors and their replacement

## Duplicate new ones are best...for four good reasons

By JOSEPH C. McCABE

THE DRYCLEANING industry uses many small motors that arrive in the plant as part and parcel of a special piece of equipment. When the motor lets go the machine shuts down, usually without warning.

Motor failures, although rare (and perhaps because they are so rare), are so much like a burnt-out fuse that we have long believed they should not be a part of any outside maintenance contract. When trouble hits, you need immediate action. That action boils down to removing the motor and replacing it with its twin—exactly the same remedy you use for a burnt-out fuse.

In our opinion, your best bet when in this situation is to purchase the duplicate motor from the nearest sup-

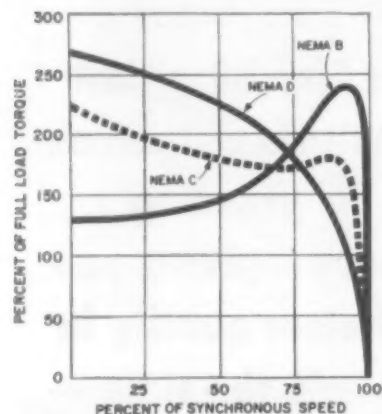


Fig. 1. Speed-torque characteristics of standard NEMA design induction motors

ply house and have your electrician install it. Yet every time we make this suggestion we run into people who tell us they can get the same size motor, rebuilt, at less than the new duplicate. Maybe so, but a motor is more than just so much horsepower. If you want to go shopping for a rebuilt motor, or if you ever have the need for a special motor drive, here is what you look for:

### 1. Torque requirements

The NEMA (National Electrical Manufacturers Association) has established a set of standards for that

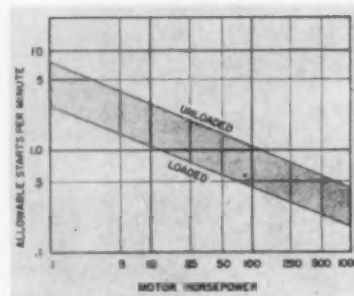


Fig. 2. Approximate safe frequency of starting for 1800 r.p.m. open induction motors. Both curves are based on 10-15 minutes of starting followed by an hour of running at normal load

characteristic of an electric motor known as torque. Torque from a motor is the exact same thing that you give to a handle of a crank when you spin it. The set of curves you see in Fig. 1 represents what happens to this torque with different speeds of the motor.

For example, when you are starting up a motor like an old Model T on a cold morning you have to apply most of the force to turn the engine over at the point of dead start. As you build up speed for NEMA designs C and D of Fig. 1, the force you have to apply slides off. When you get to full speed the crank is no longer needed.

Obviously, every job that you want an electric motor to do is not exactly the same as any other job. So certain motors (NEMA B, Fig. 1) have been designed where the full load or torque is not put out until you are at about the full speed of the motor. A drying machine load would be very similar to this. Also, the extraction cycle begins to revolve slowly and as force develops the garments are flung against the outside until at full load the solvent is being pulled out of the clothes and drained away.

As you can see, with the three most popular motors of standardized NEMA design (Fig. 1) the torque characteristics are very different in each case. Unless you know for certain the torque characteristics of a second-hand motor and know that it duplicates the motor you are replac-

ing, you are taking a decided gamble in which the odds are two against one against you.

### 2. Duty cycle

Any motor for plugging, braking, reversing service, frequent or heavy starting duty or intermittent overload should have these requirements spelled out in the order. Special motor design is very often necessary.

What is frequent starting (see Fig. 2)? There is no hard and fast answer because motor and load characteristics can be so variable. A drive which starts once or twice a day is no problem but one or two starts a minute for 24 hours is deadly risky.

It should be noted that slower-speed machines may usually be started more often than machines of higher-speed design for a given horsepower. The slow-speed machine will be larger in physical size and will have less heat generated in it because of the smaller spread in r.p.m. be-

*Continued on page 78*

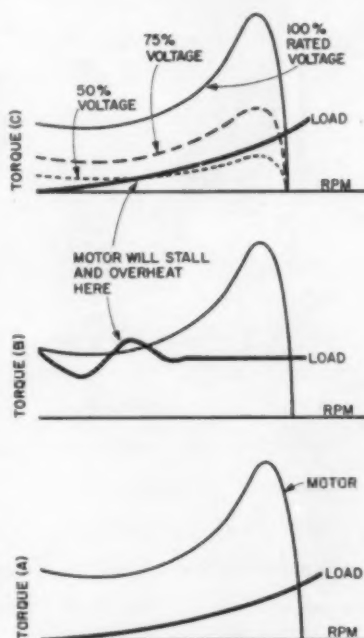


Fig. 3. Speed-torque curves for NEMA B motor: (a) operation with low load torque on start, (b) high load torque during start, and (c) reduced voltage



Photo courtesy The Prosperity Co., Syracuse, N. Y.

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# LEGAL DECISIONS

By A. L. H. STREET

## Pointer on Signatures

Can corporate officers, when signing bond applications, escape individual liability on the ground that their signatures were intended to cover only their official capacities?

No. In a New York case a corporation applied to an insurance company for a surety bond. The application was signed in the name of the corporation

by its president whose signature as such officer appeared. Below this signature were his individual signature and that of another officer who also was a director and stockholder. The application stated that the applicants bound themselves jointly and severally to indemnify the insurance company against liability on the bond. In an attached statement, the applicants set forth their individual financial re-

sources as well as those of their corporation.

The bond was issued with the insurance company as surety. That company later sued the bonded company and the two individual signers for \$50,000 indemnity on account of a payment the insurance company had to make to a beneficiary of the bond.

In *Columbia Casualty Co. v. Bern-El Construction Corporation*, 196 N. Y. Supp. 2d 905 decided by the New York Supreme Court, New York County, the court reasoned:

There was no showing that the surety company had deceived the individual defendants as to the nature or effect of the application. The fact that the signers furnished a statement of their individual financial resources in itself showed that the surety company looked to them as well as to their company for indemnity against liability.

## Verbal Contracts

Is an oral contract binding?

In most, if not all states, there is a statute to the effect that an agreement not to be performed within one year from the time it is made shall not be binding unless evidenced by a writing signed by the party to be bound. The Kentucky Court of Appeals recently decided that, under such a statute, an oral agreement by the defendant, made in May, to employ the plaintiff for one year commencing August 1 was not binding where the defendant refused to permit the plaintiff to start working. (*Willis v. Willis*, 329, SW, 205.)

Had the defendant permitted the plaintiff to begin work August 1, then the contract would have been validated for one year from that date.

## Injury in Game

Is an employer liable for injury to an employee playing on a company-sponsored team?

Yes, decided the Illinois Supreme Court (*Hendren v. Industrial Commission*, 166 N.E. 2d 76). According to this decision, where an employer sponsors a ball team composed of his employees, and one of them is partly disabled from an injury incurred in playing, the employer is liable for workmen's compensation the same as if the injury had been sustained in the course of the man's regular work.

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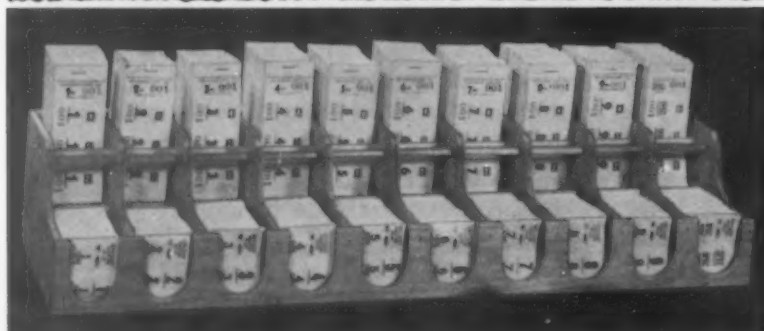
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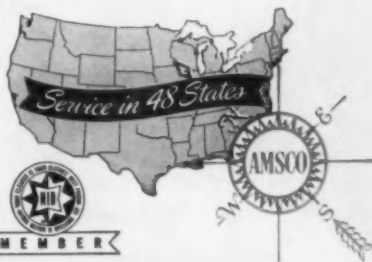
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*fashion award dry cleaning with* **MANITOWOC**

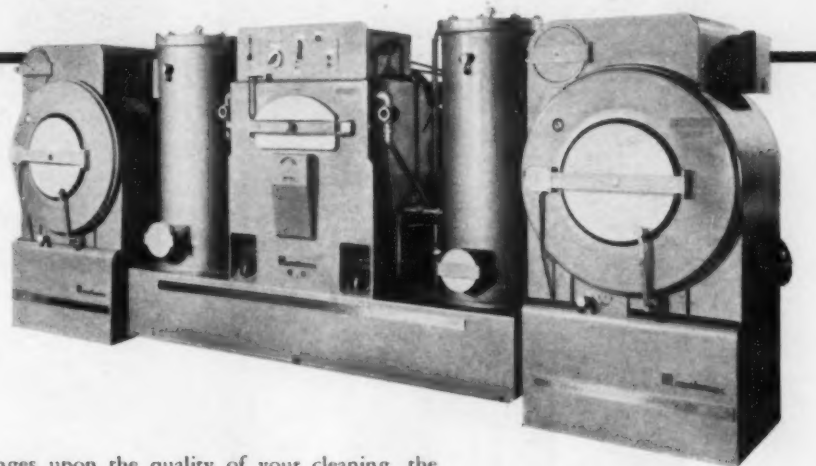
*fine fabrics deserve finest quality cleaning*

PHOTO COURTESY THE WOOL BUREAU





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Because your business success hinges upon the quality of your cleaning, the quality of the equipment you choose is the most important decision you'll ever make. Manitowoc dry cleaning systems offer incomparable quality . . . *guaranteed* by exclusive engineering features developed in the Manitowoc research labs. Other machines may *look* modern, but you can't give the quality cleaning you require in today's highly competitive market if your equipment does not have these "years ahead" Manitowoc advantages.

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**HI-FI TUBULAR FILTRATION** assures finest solvent quality through the use of expensive monel metal tubes . . . fast, thorough backwash action with a simple 4-way valve.

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**"FLUFF-AIRE" RECOVERY TUMBLER** delivers odorless, beautifully fluff-dried garments in record time . . . recovers more solvent with advanced prime surface copper coils in condenser. There are no fins, completely eliminating any lint problem.

† 2-bath machines only  
\* Pat. Pend.

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Promotions are planned on monthly basis by plant-owner Len Brook



Emphasis on detail in bagging department sets pace for quality work



Accent on cleanliness assures customers Miracle Cleaners is the place to send their garments

## Plot a course to more profits

Sound program insures success of small package plant

By HARRY YEATES

THREE MAIN POINTS have been important factors in the growth of Miracle Cleaners, Chicago, Illinois:

1. A planned advertising campaign to boost new business.
2. Packaging that upgrades the reputation of the plant.
3. Good housekeeping procedures that leave an impression of cleanliness in the customer's mind.

Less than two years ago plantowner Leonard Brook switched from a wholesale operation and opened a package plant in a residential section of the city. Since then he has boosted volume to almost \$2,000 a week—and from all indications this year should show a considerable increase.

How was this accomplished? A monthly advertising and promotional schedule acts as a guide and helps determine exactly which service to promote each month.

"We hit 'em with some type of gimmick or giveaway or special price every month of the year," commented Mr. Brook. "This is the best way we know of building traffic. You can't ad-

vertise once and expect business to come rolling in. It's important to keep telling your story over and over again."

Once a month a mailing piece is sent out to some 10,000 apartment dwellers in the vicinity of the plant. For at least two weeks before the promotion, small teaser ads are run in the community newspaper. At first Mr. Brook used 3 by 10-inch ads once a week but has since reverted to small block, reverse-type ads on a daily basis. After two weeks, the mailers are distributed in a concentrated area around the plant. Mr. Brook hired the services of an outside firm to handle preparation and distribution of the direct-mail pieces on a year-round basis.

### Giveaways draw prospects

One of the most successful campaigns run during the year is a four-page mailer advertising a pair of ladies' nylon stockings free with each \$2.70 cleaning order. This is featured during the months of November and December. Last year the plantowner distributed some 250 dozen pairs of stockings to customers in the call office. Each customer's name was recorded as a basis for future mailing pieces.

During Christmas week Mr. Brook raffled off three metal Christmas trees merely by having customers sign their names on an application blank when they stopped in the call office. In February he featured a Valentine Day promotion, cleaning free any red garment brought in the plant. Here





**CISSELL**

RESEARCH AND ENGINEERING

## *What's Behind the Door?*

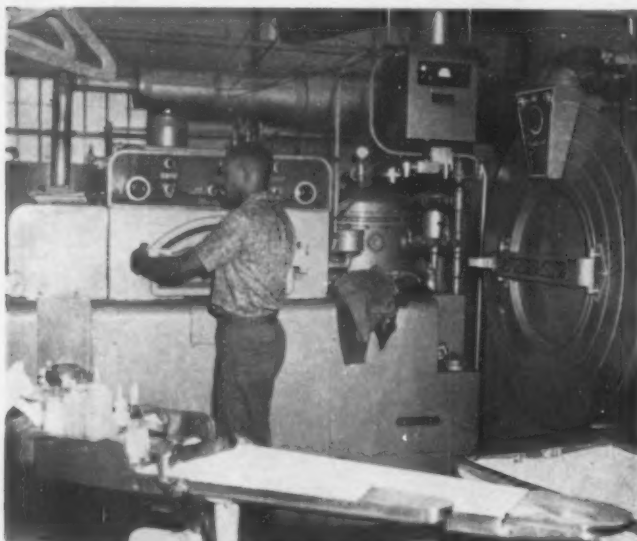
*Big things are going on at*

*the Cissell Manufacturing Company, Inc.!*

*Your jobber will have the news! Consult him soon!*



Parking space for six cars and a drive-through to alley at rear make it convenient for customers at new package plant



Cleaning machine located in center of new plant is on display to anyone who steps inside call office

again, he distributed a mailer on the promotion, which ran for three days before Valentine's Day.

The plant was opened in October 1958. An anniversary sale last October, similar to the promotion held during opening festivities, resulted in a 25 percent increase in volume during that week. Customers who stopped in the call office were asked to register for drawings on such valuable items as bicycles, coffee makers, toasters.

In July and August Mr. Brook features a sweater promotion offering to clean a lady's or man's sweater absolutely free of charge. In this way he attracts new business from customers who had never used plant services before. Names of new customers who

bring sweaters to the plant are added to the regular mailing lists for future reference.

Promotion and advertising are important to get new customers into the habit of using the plant facilities. At this time the plantowner is spending about 5 percent of gross sales for various advertising campaigns. Quality work, however, is the link in the chain that keeps them coming back.

To assure quality in the minds of his customers, Mr. Brook uses the last word in packaging materials. Every garment is stuffed with colored tissue paper, wire hangers are covered with cardboard protectors, and a self-closing button support is attached to a coat's center button. In addition, a

lapel handkerchief is put in the pocket of each man's suit. Garments are packaged in an attractive polyethylene bag with gold and black letters spelling out the name of the plant. Base price for drycleaning service is \$1.35 for a man's suit or lady's dress.

#### Housekeeping enhances impression

Good housekeeping is another way the plantowner stresses quality. One look around the plant indicates to the customer that it is a good place to have his clothes processed. "Our finishing department is right out in the open along the plate-glass windows and we want people to see how clean our plant is," said Mr. Brook.

Floors throughout the plant are waxed on a regular schedule. Counters and the sparkling porcelain partition separating the plant from the call office are waxed weekly. A regular schedule of maintenance is set up and a full-time janitor is employed to clean equipment, police the parking lot in front of the plant, wash windows, etc.

The plant operates with two silk finishers, one wool finisher and two counter girls. A 50-pound synthetic cleaning unit installed when the plant was opened is capable of processing 200 pounds per hour.

The rapid increase in volume has forced Mr. Brook to add several new sidelines during the past year. They include pillow renovating and drapery cleaning. Promotions featuring these services will be started in the fall.

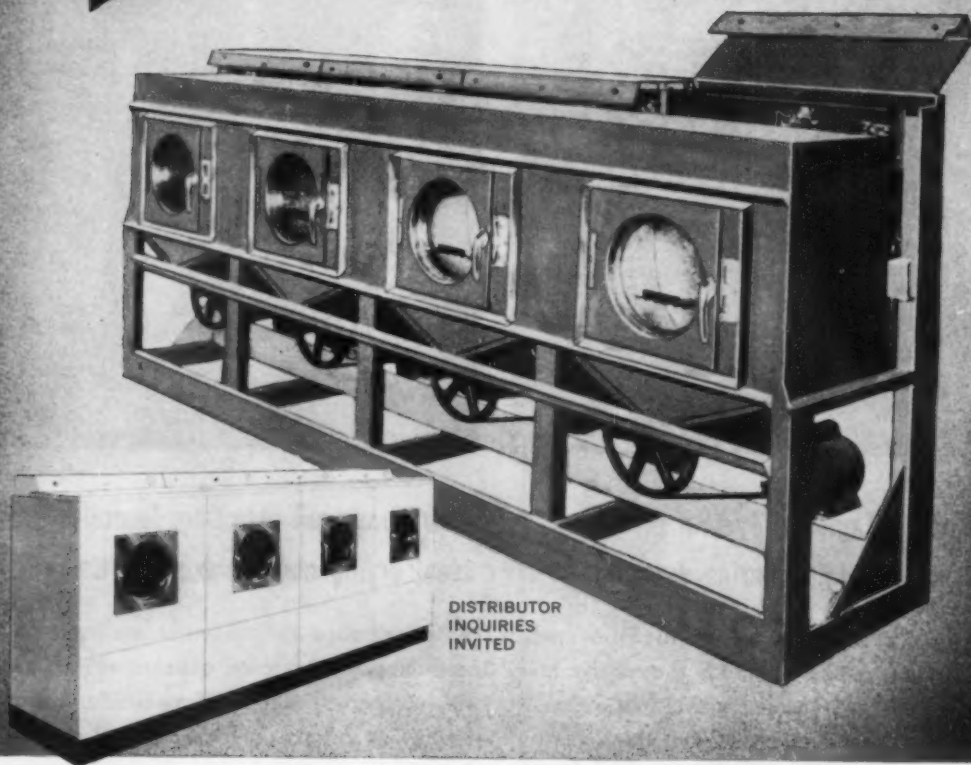
Shirts are farmed out on a wholesale basis right now. But Mr. Brook is considering adding a two-girl unit if business continues to show an increase comparable to that of the past year and a half. # #

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*the newest, most completely commercial  
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At a central panel, you select the right drying time and temperature for *any* garment—even hard-to-handle synthetics. The Honeywell Tumbtrol System reacts instantly to any temperature change in your laundry tumbler or dry cleaning reclaimer to prevent shrinkage or damage to fabrics. Other features include continuous indication of existing tumbler temperatures and provision for end-of-cycle alarm.

Honeywell manufactures the most complete line of dry cleaning controls on the market. For complete information, call your dry cleaning supplier or your local Honeywell office. Or write Honeywell, Dept. ND-11-162, Minneapolis 8, Minnesota. In Canada, write Honeywell Controls, Limited, Toronto 17, Ontario.

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Your counter girl merely dials the number of your customers' garments on an attractive counter control panel. The Honeywell conveyor system delivers them automatically in seconds. Use any storage identification system you like. The conveyor system always takes the shortest route. Ask your conveyor manufacturer about the new Honeywell Conveyor Control System.

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**L6018D Two Stage Thermostat.**

For perchlorethylene systems. Controls a steam valve and a water valve where both heating and cooling are required.



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Releases cold water to heat exchanger upon call from temperature controller.

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**VA835 Solenoid Gas Valves.** Designed for use with gas burners using two-wire low-voltage control. Available sizes:  $\frac{3}{8}$ ",  $\frac{1}{2}$ "  $\frac{3}{4}$ ".



**V48, V88 Diaphragm Gas Valves.** Relay operated diaphragm valves for use with gas burners using any type of gas. Available sizes: 1" to 3".



Plantowner R. E. Doaks points to the three garment conveyors that saved him a costly move

## Space savers help this plant

Low ceiling and crowded quarters have been  
turned to an advantage

By LOU BELLEW

FIVE YEARS AGO Doaks Cleaners of Pomona, California, had to move to a new location. The reason was simple. A street-widening program condemned the major portion of the building.

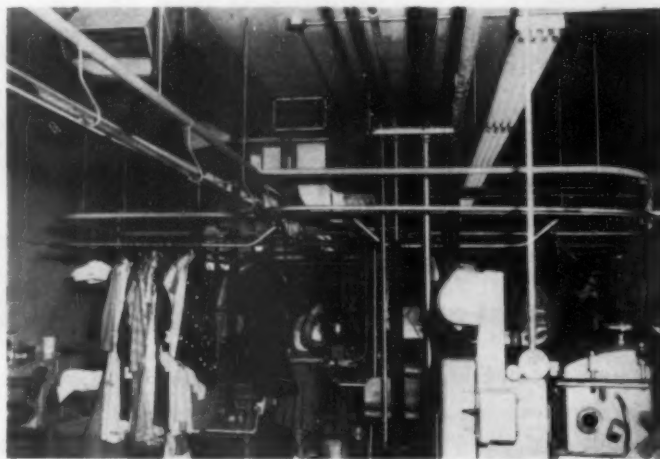
According to owner R. E. Doaks, the move did a lot of good in many ways, although it also created problems which have since been solved. First of all, he decided to make a real change and move into an area where the going prices were \$1.25 to \$1.50, but instead of conforming to those figures he would charge \$1.65.

His decision proved sound and his volume went far beyond what he did at his original location. Of course, Mr. Doaks backed up his higher prices with a top quality job. Another thing he did when he moved was to convert to cash-and-carry only. And that seemed to pay off well, too.

But because of the nature of cash-and-carry customers, plus his increased volume, he began to run into an acute problem of storage of finished work. At the end of three years he ran out of space, although he had eight racks, each 20 feet long, and one of these was double-decked.

The mass of garments on the racks, plus a low ceiling, made plant ventilation a major problem, too. Another move to larger quarters seemed imminent, until it was decided to switch to garment conveyors two years ago.

Three conveyors were installed, each with a capacity of 352 orders. According to Mr. Doaks, these increased his storage space by 40 per-



Flat ductwork on ceiling feeds cool air to each worker. Strip lighting has solved illumination problem in this low-ceilinged plant

cent and saved him a costly move. In addition they contributed some relief to the ventilation problem.

The installation of an air-cooling system has completely solved the problem of heat-producing equipment under a low roof. This plant is surprisingly cool in an area known for excessive summer temperatures. The answer lies in the fact that Mr. Doaks sticks to the desert-country adage of moving air in and out of buildings in huge quantities.

The low ceiling is no problem since it permits the cool air ducts to travel a minimum distance from the rooftop

evaporative coolers to the employees' stations. Each of the 10 employees can control the amount of cool air at her station by adjusting individual louvers on the air ducts.

The finishers and the drycleaner are cooled by one 6,500 cubic foot per-minute evaporative cooler. The counter area is served by a 4,500 c.f.m. unit.

The low ceiling also brought about the problem of adequate lighting, so necessary to produce the top quality work that this plant must turn out. The local electric officials were called in for consultation before new fixtures were installed. *Continued on page 80*

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Body Model	Chassis	Cu. Ft. Cap.	L.	W.	H. At Sides
S-6	Chassis with	184	78"	66"	62"
S-7	Cowl of	213	90"	66"	62"
S8-L	Your Choice	272	96"	74"	66"
M-6	Mini-van®	184	78"	66"	62"
M-7		213	90"	66"	62"
M8-L	Forward	272	96"	74"	66"
M8-H	Control	296	96"	74"	72"
M10-H	Chassis	370	120"	74"	72"
M12-H	of	444	144"	74"	72"
MV-12	Your	575	144"	88½"	78"
MV-14	Choice	671	168"	88½"	78"
MV-16		767	192"	88½"	78"
MV-18		862	216"	88½"	78"

Available to you in the Boyertown Family of standard truck bodies are the models with size and capacity to meet your particular delivery route needs. They are functionally designed and built for value conscious Buyers, discriminating Drivers for convenience and safety and for efficient Maintenance men for serviceability.

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# Empire Staters preview coin-op drycleaning

PLANTOWNERS CURIOUS to learn about coin-op drycleaning turned out in record numbers at the annual convention of the New York State Launderers and Cleaners Association. Demonstrations of a self-service drycleaning unit—reportedly the first one to be shown at a state gathering—plus some noteworthy speakers drew 275 registrants to Scaroon Manor, Schroon Lake, New York, September 16-17.

At hourly intervals on Friday and Saturday afternoon, representatives of the Whirlpool Corporation operated a coin-op machine in one of the meeting rooms. Great interest was shown in such details as the pound capacity of the new machine, steps in the cleaning cycle, approximate costs, maintenance requirements, types of supplies used—and most of all the market potential for this type of cleaning service.

Everyone agreed that the trend toward coin-op cleaning is something to watch closely . . . and it's up to members of the professional laundry and drycleaning industries to meet the

challenge. (For a complete report on what manufacturers and jobbers, plantowners and association secretaries have to say about coin-op drycleaning see the August issue of *THE NATIONAL CLEANER*).

During the Friday morning business session delegates heard the American Institute of Laundering's home counselor, Anne Sterling, discuss the Flying Squad program. This presentation involved flipcharts, display materials and tape recordings showing how the Gray & Rogers PR program can be used by plantowners in their own communities.

Two staff members from the National Institute of Drycleaning also addressed the convention. Jerry Nicklaw, director of education, explained the uniform accounting classification

system available to Institute members. He explained how many different factors such as good equipment, proper layout, etc., can influence over-all profits. A breakdown of a profit-and-loss statement was covered in the follow-up report by the Institute's industrial engineer, Charles R. Riggott.

At the close of the business sessions plantowner Arnold Smith, Robison & Smith, Inc., Gloversville, received a Gold Key award for outstanding service. Mr. Smith also plans to install the unit that was demonstrated at the convention.

The present officers—president, William C. Eisenhardt; vice-president, G. Rolfe Scofield, Jr., and treasurer, Karl Wilke—were reelected to office. John H. Leahy remains as executive secretary.—*Harry Yeates*



Left to right. John H. Leahy, executive secretary; William C. Eisenhardt, president; and G. Rolfe Scofield, Jr., vice-president



Keen audiences witnessed demonstration of coin-op drycleaning unit during two-day affair

Operation of new coin-op machine was explained by Whirlpool representative Robert Clinton

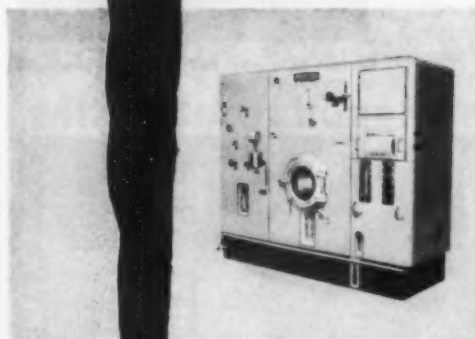




**DON'T  
KEEP THIS  
UNDER  
YOUR HAT!**



**SPENCER  
SYNTHETIC  
DRY CLEANING UNITS  
DELIVER  
MORE \$ PROFIT RETURN  
ON YOUR INVESTMENT!**



No question about it! Spencer units deliver more \$ profit return because they deliver *much* more production with better quality. Consider your own production demands. Do you require 100 + lb. loads? 60 + lb. loads? 40 + lb. loads? Do you operate "hot," "cold"? Charge or batch? Spencer does it all! Ask about the Spencer "Senior" for high production demands. See the "Sixty" or "Junior 40" for moderate needs. In *every* case, you'll save up to 40% on solvent costs! You'll obtain *thousands of pounds* more cleaning per drum of perchlorethylene. Of course, we offer a fully comprehensive guarantee . . . immediate technical service and parts. See your dealer or write direct.

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*Dealer Sales & Service by*

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127-19 101st Avenue  
Richmond Hill, New York  
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(In New England States)

**Sterling Machinery Co., Inc.**  
5699 Rising Sun Avenue  
Philadelphia, Pa.  
(In Pa., Southern N. J., D.C., Md., Va., Del., W. Va.)

# There's plenty of profit downtown

This plantowner proves it by tailoring his services to special needs of office workers



Plantowner Dick Fuller beats the downtown parking problem by picking up and delivering garments in compact utility vehicle

A DOWNTOWN location has proved to be a gold mine for Dick Fuller, owner of Vic-Tone Cleaners in St. Louis, Missouri. The plant is located on the fringe of the downtown business district, and his natural market was made up of the 300,000 workers who flood the area five days a week. An off-street parking lot across the street made it a good location for customers to drop off their garments on their way to work.

In September 1959, when Mr. Fuller purchased the plant, volume ran around \$100 per week. He decided to use some merchandising ideas . . . and they have increased his volume to \$1,000 a week.

By HARRY YEATES

First of all, he took full advantage of his window displays by getting up demonstrations showing spotting techniques. He also installed an automatic trouser finishing machine in the windows, with a uniformed operator on duty. Large signs called attention to the various steps required in processing a garment.

An average of 500 people pass by the plant every hour. Informative displays such as these attract their attention and let them know that the plant is equipped to handle all cleaning needs.

Every month Mr. Fuller sets up some type of catchy window display to attract passersby. For example, he recently featured two tiny pigs in wooden cages. One was black, the other one white. The clean, white pig had a red bow around its neck. Signs on the cages read "Before Vic-Tone Cleaning" and "After Vic-Tone Cleaning." For weeks it attracted the fancy of children walking past the plant with their mothers. It also aroused favorable comments from businessmen who stopped in on their way to or from their offices, according to Mr. Fuller.

Not willing to content himself with the stop-in business that he might be able to attract, Mr. Fuller purchased a lightweight, easy-to-park

utility vehicle that enables him to give pickup-and-delivery service to downtown office workers. A local concern designed a special van body costing \$175. It accommodates up to five dozen garments.

The truck not only enables Mr. Fuller to take his same-day service directly to the office worker, but it serves as an advertising billboard on its trips through the business district. "Everybody kids me about my scooter but actually it's been a big help in building volume," commented Mr. Fuller.

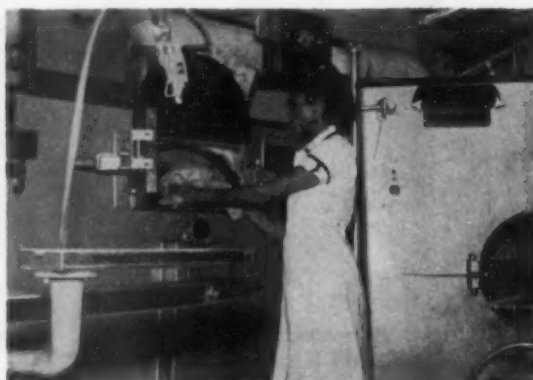
*Continued on page 80*



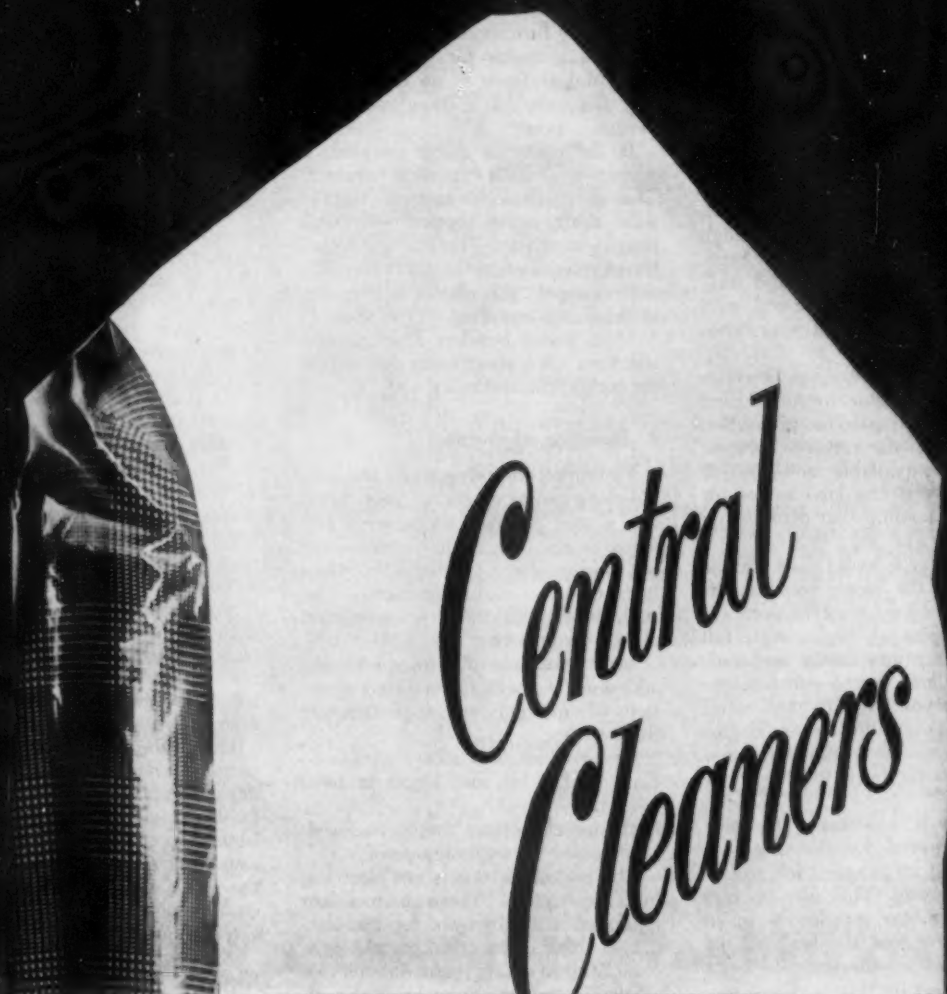
Custom-built van body provides space for 60 garments



Corner location on busy pedestrian thoroughfare affords plenty of window space to show off plant interior



Cleaning unit operates on two 8-hour shifts daily to handle volume of customers for fast service



**Now you get both visibility and printability  
with International Paper's new Side-Vue garment bag**

INTERNATIONAL PAPER has combined the imprinting and protective qualities of the economical kraft paper bag with the see-through advantage of the transparent bag. The result—International Paper's revolutionary Side-Vue garment bag.

What does this new Side-Vue bag mean to your store? To your customers? The clear, transparent strip *down the side, front and back*, lets you tell at a glance what is inside—even on a tightly packed cleaning or closet rack. And your store's name clearly printed

on the bag will *always* remind customers who made this convenience possible.

Every Side-Vue bag is made of our strong Gator-Hide® kraft paper to protect one or more garments from crushing. And because paper *breathes*, garments stay fresh—can't mildew.

International Paper makes a full line of rugged Gator-Hide garment bags. They come in all sizes, colors and finishes. For samples, call your paper merchant or write us direct.



**INTERNATIONAL PAPER**  
SOUTHERN KRAFT DIVISION • NEW YORK 17, N. Y.

## ELECTRIC MOTORS

*Continued from page 60*

tween starting and running speeds.

Heavy starting duty is defined as that which may overheat the motor in a single start. The curves in Fig. 3 indicate some of the factors that may cause this. Normal starting conditions are indicated by the curve, Fig. 3a, which indicates a very small load torque requirement as compared to motor capability. When motor torque is left at such normal levels but a load is applied which takes very high torque (Fig. 3b), the motor may come only part way up to speed and stall. Or it may crawl up to speed with subsequent overheating of both stator and rotor windings.

Similarly, reduced-voltage starting, which reduces motor torque during the accelerating period in proportion to the square of the voltage decrease, may bring the available motor torque down so close to the load values for even normal loading that overheating again results (Fig. 3c).

The only way to avoid these pitfalls is to be sure the motor you buy fits the equipment you want to drive. If required torques or load inertia fall outside these values, know so in advance. State load inertia—that is, the dead weight you want to push—and if the motor is not direct-coupled give the load r.p.m. so that the designer can refer inertia back to the motor shaft speed.

Frequently it is necessary to know the time required for the motor to bring the load up to speed for protective relay setting. This can be met only if the motor supplier is given this load curve and the load inertia. Starting time is affected by both. There are cases on record where motors failed in the field and had to be rebuilt at great expense because these points were overlooked in placing the original motor order.

### 3. Connection to load

Is the motor to be direct coupled to its load, or is it to drive through belts, gears or a chain? Any of the latter methods of drive impose a side pull on the motor shaft and bearings which may overstrain these parts. NEMA standards MG 1-6 give maximum recommended belted horsepower for various speeds. In general, the higher the motor speed the lower the horsepower which may be belted.

It is possible to belt ratings outside of these recommendations by special design of the motor parts. To do this, you had better know and know well the details of the proposed drive—the number and size of belts to be

used, motor sheave diameter and direction of belt pull.

This is also true for motors outside the NEMA frame sizes where no standard recommendations are made. Be sure to furnish drive details when ordering a motor for gear or chain drive unless there is no question of the adequacy of a standard motor design.

If the motor is direct coupled, is some special shaft extension required? This is particularly true of vertical solid shaft pump motors with high thrust capacity. Transmitting such thrust requires that the shaft be made with a taper, threads, or a ring key to retain the coupling on the shaft.

Most pump builders have worked out their own shaft extension details for such applications.

### 4. Direction of rotation

Failure to properly specify this simple thing causes no end of grief. Rotation should be given whenever ordering a motor of a design which must be unidirectional, particularly when it is to drive a unidirectional load such as an axial blower, centrifugal pump or conveyor.

Motors which are unidirectional and must be built for a stated direction of rotation are approximately these sizes:

Up to 40 hp. and 3600 r.p.m. and up to 125 hp. and larger at 1800 r.p.m.

Both size classes are totally enclosed, sand-cooled or explosion-proof.

The reason for this is not electrical but mechanical. These motors are equipped with blowers for circulating ventilating air through the machine, and to obtain reasonable blower efficiency and low noise level at such sizes and speeds requires a blower design which is unidirectional. Such a motor, built for one direction of rotation, can be converted to the other by changing the blowers. If it is operated in the wrong direction, it is likely to burn out because of lack of ventilation.

When specifying rotation be sure to state which end of the motor is the reference point. What is clockwise rotation to a person looking in one end of a motor will appear as counter-clockwise rotation to a person looking in at the other end of the same motor.

### Summation

A word to the wise is said to be sufficient. Stick with the same motor you got when you bought your initial equipment. To gamble on a rebuilt of unspecified make is to ask for trouble. # #

## VARIATION OF CLEAN-ONLY

*Continued from page 54*

There is no routine spotting after drycleaning. Finishers, who are high-caliber personnel at Fleet Cleaners, inspect for both visible and developing stains as they work. Stained work goes back to the spotting board. Finishers also inspect for rips, tears, buttons off, etc.

This is the final and only inspection. The bagger checks merely the number and description of pieces against the invoice. Thus much handling of garments after they've been finished is eliminated. The finishers can match suits on single hangers, saving space on the rails and reducing the bagger's work.

As it comes from the cleaning unit everything is hung on hangers, including pants, blankets, drapes.

The assembly layout is U-shaped, with a 4-inch slot for each order. Invoices are clipped above the slots before each new lot is put up, just as in standard assembly. Pieces are sorted to proper slots. When the lot is complete each order is hung together on a ring hook. This is the type of heavy hook that slides on the slick-rail and has a large ring below on which the garment hangers are gathered.

Hence the orders are already complete as they come to the finishing department. Parts of each order are finished together. When it leaves finishing the order is ready to go, unless respotting or repairs are involved. In the latter case the whole order goes on a hold rack, until the stragglers catch up again.

All services go through Fleet Cleaners' production line together. Closet specials are identified by "CS" written in large red letters on the face of the invoice. Quick-service specials are flagged by a red tag pinned on the upper right corner of the invoice.

The invoice used at Fleet Cleaners is in triplicate. The third copy, of wet-strength paper, has six prenumbered marking tags attached. Their numbers match the serialized invoice number. The quantity of tags missing shows the assembler how many pieces are in an order.

When the lot is assembled, the invoices are pinned to the most prominent piece in each order, or to any piece not subject to pinholes. The finisher keeps the invoice with the order as it passes through his area.

From the assembled lot, quick-service specials are first picked out and shoved toward the finishers. Next the regular service orders are pulled, and finally the closet specials. When an-

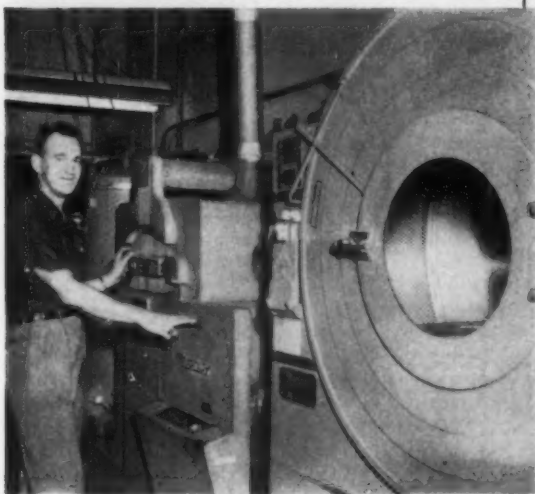


# "WE MODERNIZED WITH MERCURY PER '50"

... you were 'right as rain,' Lyle."

**Schwartzhoff Cleaners**  
Evanston, Illinois

Clete Schwartzhoff alternates with brother Mark in operation of Per "50" for **CLEANING OF DISTINCTION.**



More time for fun ... more volume.

Who carries the notes and/or the leases ... and the parts?

## SCHWARTZHOFF

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OF DISTINCTION  
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1623 CHICAGO AVENUE

EVANSTON, ILLINOIS

June 6, 1960

Mr. Lyle Krause  
Mercury Cleaning Systems, Inc.  
1817 Benson Avenue  
Evanston, Illinois

Dear Lyle:

Your suggestions for modernizing our plant with your Per '50' (and other equipment) proved out "right as rain."

Checking with other Mercury Owners in this area who installed your program gave us the confidence to do a real job of modernizing; plus adding the adjacent coin laundry.

While the Per '50' seemed large for our volume at the time of installation, we are happy to have that added capacity today.

Sincerely yours,

*Mark Schwartzhoff*

*Clete Schwartzhoff*

Schwartzhoff Cleaners

## MERCURY EQUIPMENT IS AVAILABLE ON OUR OWN LOW-COST LEASE/PURCHASE PLAN

- There is nothing finer than Numatic PER "50." Same unit as delivered to U. S. Navy.
- Costs no more than most 30-35 lb. units.
- Dry load capacity 44-50 lbs. per load. 2000 GPH Monel Tubular Filter; with backwash. Marlow Centrifugal Pumps. Big 3" dump line.
- Smooth Mercury-Twin-Disc transmission and fluid drive.
- PER owners with Mercury Clover-Leaf Muck Stripper report up to 16,000 lbs. mileage.
- PER "50" is shipped completely piped and assembled. Floor space only 7' x 4'.
- PETRO "50" for 140 F or Stoddard Solvent also available in same size. U/L listed.

Nearly 5,000 successful Mercury Owners in 50 states.

**MERCURY**  
CLEANING SYSTEMS, INC.

Mercury Cleaning Systems, Inc.  
1817 Benson Avenue, Evanston, Illinois

Please send complete information on ☐ PER 50 ☐ PETRO 50

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

other lot clears assembly, its quick-service specials are placed ahead of work still on the finishers' feed line.

If the finishers are still on regular work in the first lot, then the clean-only's from the first lot are backed onto a spur and the regulars of the second lot run in behind the regulars of the first lot. Then first-lot clean-only's are pulled up behind the regulars, followed by second-lot clean-only's. If finishers get way behind on regular work, the clean-only's stay back on the spur until needed.

The slickrail goes in a line from assembly past the finishing department, then doubles back. This places the bagging station opposite the open end of the assembly area, separated by one extra slickrail. This is for clean-only's that need no steaming or finishing whatever. These are handed onto this rail directly from the assembly department, where they are handy to the bagging station.

Respos or reclean stragglers, having a different color tag from succeeding lots, are instantly identified as they enter assembly. So they promptly go to the head of the finishing feed line as they are picked out. This is mostly the control factor, however, for in practice these stragglers are sufficiently few that the cleaner remembers them, picks them out and returns them to the finishers himself.



"Back tomorrow? Say, you sure got a sense of humor, lady!"

Switching over to Fleet Cleaners' new working layout was achieved with little confusion. Messrs. Gottry and Henderson have proved to their satisfaction that clean-only service is definitely practical in the small plant.

#### Service "fills in"

So far as they can tell, it brings a "plus" volume. That is, their regular service seems not to have been affected at all. Any substitutions of clean-only for what would have been regular service requests are more than offset by new regular-price business that accompanies the clean-only orders from hitherto inactive customers.

Their plan now for use of clean-only service in the future is to suspend it in busy seasons. They probably will run the closet service regularly in July-August and January-February. During the in-between months they'll "play it by ear." They hope to make it a volume stabilizer that provides for steady, efficient operation of the plant the year around. # #

#### PROFIT DOWNTOWN

*Continued from page 76*

Because of the truck's compact size and maneuverability, the plantowner is not confronted with the parking and traffic problems that hamper the downtown operation of a conventional vehicle. The truck is a three-wheeled utility vehicle powered by a 7.95 hp. four-cycle engine. Capable of carrying an 800-pound load, it operates for less than a penny per mile and requires minimum maintenance.

During the first few months of this unique operation, Mr. Fuller operated the truck himself in addition to directing the operation of the cleaning plant. In February, however, he hired a full-time uniformed driver to service customers in the downtown area. Base price for pickup-and-delivery service on a man's suit or lady's dress is \$1.19.

This summer Mr. Fuller started operating his plant 24 hours a day, offering fast service to hotels and motels in the downtown area. The call office is open around the clock.

The plant employs two female operators during the day and two on the night shift. The girls handle all spotting, cleaning and finishing in the plant. "I'd say we do about \$50 worth of business every night during the late hours—appealing to policemen, bus drivers, etc., who drop their garments off and pick them up on their way home," said Mr. Fuller.

Shirts are farmed out to another plant at the present time. But a 2-girl

shirt unit is being installed just inside the front entrance. Mr. Fuller has also added a 50-pound open-end washer in the basement of the building to handle laundry bundles. The plant operates with a 30-pound cleaning machine, a silk and a wool finishing unit. The cleaning machine is located next to the windows at the rear of the building.

Since he took over operation of the plant, Mr. Fuller has concentrated on letting people know of his convenient, fast-service operation. Contact has been made with numerous offices, banks and utility companies in the downtown area. Already Mr. Fuller is on a regular pickup-and-delivery schedule for such items as bank uniforms, office draperies, etc., from these establishments—in addition to employees' personal belongings.

Mr. Fuller is also handling drycleaning on a concession basis from a huge city housing project a few blocks from the plant. Once a day he picks up the work in his truck and processes it in the plant during the evening hours.

Most people who use his service, Mr. Fuller says, like the idea of paper packaging. The majority of his customers carry their finished garments home on the bus. So he doubles the package in two and pins it at the top.

Sales figures for the past year indicate that the pickup-and-delivery service has been extremely popular with many types of people. For instance, businessmen drop a suit off in the morning and have it delivered to the office in time for a late afternoon or evening engagement. Then, too, the service appeals to customers who don't take the time to drop off their garments in the neighborhood on their way to work in the morning.

The jump from \$100 to \$1,000 in weekly volume has meant a lot of hard work for plantowner Dick Fuller. But it's evident that merchandising does sell service—no matter where a plant may be located. # #

#### SPACE SAVERS

*Continued from page 72*

Thanks to this preplanning, the lighting job is outstanding. Now the employees catch spots and stains that were often missed before. The finishing has also improved since the finishers can really see what they are doing.

Perhaps the best effect of good lighting has been that the customers can see all parts of the plant. They can satisfy themselves that their garments are being processed on the premises, under the best conditions, and with the most up-to-date equipment. # #

# "EAGLE-PICHER" FILTER POWDER...

1. filters your solvent better
2. at lower pressure
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You cut costs, using Eagle-Picher Filter Powder. Being "cleaner" in the first place, this filter material is able to hold more dirt, while letting the solvent thru at lower pressures. You use less filter powder, because Eagle-Picher does a better job.

You can depend on its uniformity, thanks to Eagle-Picher's tremendous new Nevada diatomite fields, and because of its "on grade" processing techniques. It will do exactly the job you want done.

Ask your supplier for Eagle-Picher Filter Powder. If unavailable in your area, contact us. You'll be money ahead with Eagle-Picher.

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Gentlemen: Send me additional information on the use of Eagle-Picher Filter Powders.

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## RECOGNITION OF WOMEN'S CLUBS REAPS HARVEST

*Continued from page 36*

prizes were the Pilot Club, Inc., and the Shorewood Junior Women's Club. The Pilot Club operates the Milwaukee Fund for Brain Injured Children, Inc. An organization of business women, the Pilot Club has raised \$4,700 for the aid of children since 1957. The Shorewood unit won for assistance to the day care center of the Wisconsin Council for Mentally Retarded Children.

In the press announcements of the winners, Spic and Span's president, Ed Miller, said the work of the organizations "showed a caliber of community service accomplishment which far exceeded my personal knowledge and expectations. Milwaukee can be extremely proud of its women's organizations for their consistent efforts on behalf of community betterment."

### Award function well planned

Next were arrangements for the tea and the preparation of the guest list. When the list was completed it contained the names of 300 of the community's leading women. They were sent simple, engraved invitations.

It was decided that Dr. Klotsche would be the main speaker, with Harry Plous, vice-president of Spic and Span, welcoming the ladies. Mrs. Dreyfus was selected to present the first-place award and explain the project of the winner. Mrs. Ettenheim was chosen to do the same for the second-place club. Mrs. Klein was picked to tell of the work of the two third-place organizations and present their prizes. In each case, Mr. Plous was to be on hand in making the awards presentation.

Dr. Klotsche told the packed room of the importance of volunteer effort, whether in politics or any other field. And he reminded his audience that "no country in the history of the world ever had so much volunteer labor for good causes."

The assembled ladies were able to smile in warm understanding when Mrs. Felix Jackson, in receiving the \$200 prize for the Mary Church Terrell Club, told Mr. Plous, "Thank you. Our treasury now has \$210."

After the awards were presented, tea and cakes were served. On hand to make the ladies feel at home were the wives of Spic and Span executives. Helping their husbands were Mrs.

Shirley Miller, Mrs. Stella Plous and Mrs. Janet Chesne.

Some of the results and reactions to the contest have already been listed. But there were others, not the least important the pile of letters to Spic and Span from the participating organizations, expressing thanks and commendation.

Spic and Span quickly mailed three letters. One went to each member of the four winning organizations, extending congratulations. Another went to the presidents of participating organizations which did not share in the prize, expressing commendation. And the third went to each of the judges. Also sent to each of the judges, in appreciation of their time and effort, was a handsome, richly bound copy of "Portraits of Greatness—Contributing to America Today."

One quotation helps to measure the success of the Spic and Span program. In a letter to the editor of the Milwaukee *Journal*, Mrs. A. F. C. Johnson, president of the Milwaukee County Federation of Women's Clubs, told the newspaper:

"We wish to compliment you for the front-page editorial entitled, 'Milwaukee Women's Clubs Really Do Things That Are Worth While.'"

"... We are happy to know that Spic and Span recognized the importance of the worth-while work. Further, we are delighted that you in turn considered the event important enough to merit a front-page column in your fine paper.

"Your comments, we are certain, will tend to curtail some of the misconceptions that have been formed in the minds of those who are unfamiliar with our program."

As Spic and Span said, "Every goal was reached."

And high among the fruits of the undertaking, as far as Spic and Span is concerned, was increased recognition of the drycleaning industry as an alert and responsible member of the business community in the eyes of the entire community.

### Company background

A simple formula of service and unstinting hard work has made Spic and Span a respected industry fore-runner and community leader.

The formula is: Quality, Service and Value.

As company president Edward A. Miller and vice-president Harry J. Plous believe, "It's as simple and demanding as that."

The firm's attitude toward community service was stated by Mr. Miller when he said, "One of the first things we learned was that we must give in proportion to what we take, and that means making a return to our customers and the community."

Messrs. Miller and Plous give credit for the philosophy to the founders of the firm, immigrant brothers Louis and Morris Plous, who came to the United States from Sweden where they lived for several years after leaving Lithuania when the boys were very young.

They opened their firm in Kenosha, Wisconsin, 40 miles south of Milwaukee, in 1902. Louis was 18, Morris 17 when they founded the Union Dye Works.

In the peak depression year of 1932, the firm began its Milwaukee operation, called Spic and Span. In 1939, the Union Dye Works in Kenosha was disposed of and full attention given to the Milwaukee operation. A year later Spic and Span had become the largest drycleaner in the city.

Morris Plous was forced by poor health to retire in 1952. Louis, known as "Dad" and respected as one of the "grand old men" of the industry, remained active in Spic and Span until his passing away in 1950.

### Activities for industry

Harry Plous is the son of Louis. Harry and Ed Miller are brothers-in-law. They met at the University of Wisconsin in the late 1920's. Mr. Miller, who majored in advertising, was graduated in 1929; Mr. Plous, who took a degree in business administration, a year later.

Both men have served as officers of national and local drycleaning organizations. Mr. Miller was a director of the National Association of Dyers and Cleaners for six years, part of his term including the years of World War II when the industry's problems, created by material and help shortages, were the greatest.

And they have contributed to the industry. In 1954, Mr. Plous received a merit award from the All-American Conference of Drycleaners, composed of 60 leading North American firms.

The most important of the honors received by Spic and Span has been recognition given by the Varsity International Conference of Drycleaners, an organization formed in 1944 to gather into a society the world's 12 top drycleaning firms.



It was formed by the late Paul C. Trimble, then editor of THE NATIONAL CLEANER & DYER, renowned for his detailed knowledge of the industry. His goal was to bring together the best firms in the industry in an organization dedicated to improve drycleaning methods and standards.

Membership in Varsity is not permanent once attained. Each year Varsity members survey one another's contributions during the past 12 months. The 15 with the best records retain their membership and three new members are selected. Spic and Span was a charter member and the only firm to continuously retain membership.

The firm has been a leader in ethical advertising, and was one of the first to retain professional public relations consultants. All for a purpose. The goal was stated by Messrs. Miller and Plous as they said:

"We have supported community efforts, the city, its traditions and wholesome activities because we feel that Milwaukee has been good to us and we are determined to show our gratitude for the confidence that has been placed in us."

Their recent efforts along these lines included a Christmas party for foreign exchange students in Milwaukee, the Presentation to the Milwaukee Zoo of two white llamas—named Spic and Span, of course, and a special project undertaken during the influx of Hungarian refugees into the nation and Milwaukee. In the latter event, Spic and Span, working in cooperation with a large department store, dry-cleaned without charge all suits contributed to the refugees.

#### Community-centered promotion

By way of promotions Spic and Span has been a consistent backer of the Braves baseball team since it moved to Milwaukee in 1953. It has sponsored a weekly television program featuring the Braves and members of visiting baseball teams. In past years a series of Braves players pictures was made available to the younger generation. Another time Spic and Span gave away a set of glasses autographed by Braves players.

And in 1956, when Spic and Span opened a complete laundry service, it undertook one of its largest promotions, giving away a \$22,000 home. The laundry enterprise completed the Spic and Span facilities, which include an exclusive shirt laundry. The firm operates 48 stores in the Milwaukee metropolitan area, which includes parts of three counties, and maintains 17 delivery routes. # #



## IS THERE A PENTHOUSE IN YOUR FUTURE?

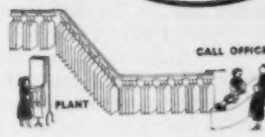
We predict that before too long you'll be seeing many of these futuristic "penthouse" plants (developed by White Machine Co.) going up throughout the country. Why? For one thing, they offer a tremendous increase in storage capacity . . . while freeing floor space for production. Your employees work underneath. And the cost is very nominal when you consider the simplicity of the construction necessary. The "penthouse" is a natural, too, for merchandising your service . . . for bringing new customers into your store. Picture the above plant, for example, illuminated at night — with your conveyor in operation! If there's a "penthouse" in your future we'd like to talk to you about it. If not, we'd like to show you some other picture-case-histories of what we've been doing to help cleaners throughout the country make greater profits.



#### THIS NEW WHITE MAILER SHOWS YOU HOW YOU CAN GET MORE SPACE "RENT FREE"

MAIL THE COUPON BELOW FOR DESCRIPTIVE LITERATURE AND COMPLETE INFORMATION. THERE'S NO OBLIGATION, OF COURSE.

### Another Industry Service from **White**



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N-116

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ADDRESS .....

☐ Please send representative

CITY .....

STATE .....

YOUR JOBBER .....

# THE ANALYST ANSWERS

## Water-Ringed Monk's Cloth

What would you suggest to remove water rings from monk's cloth drapes?  
—P.C., Wyoming

I doubt very much if there is anything that can be done to completely remove water rings from monk's cloth draperies.

These water rings seem to be caused by the fabric being wet for a prolonged period of time. During this period, the wet areas absorb acid gases from the atmosphere. The outcome is usually a yellow to brown ring. Sometimes a sizing is present in the fabric which oxidizes, causing a ring condition that is insoluble.

Wet-side processing is no doubt the only procedure that could possibly have any effect on removing these rings. Sometimes spraying these areas with one of the spray spotters followed by cleaning will do as much good as anything. To soak them out completely in a wet digester bath followed by wetcleaning would involve considerable risk of shrinkage and would not be advisable.

It has been my experience that very little can be done to overcome these rings within the realm of safety to the fabric.

## Stain, Not Scorch

Please analyze the apparent scorch stains on this gray suit coat.

—T.C.C., Pennsylvania

Upon examination we find that these stains have been caused by a staining solution rather than scorch.

Stains of this type usually are not evident before drycleaning. They are caused by what are known as reducing sugars. Once these reducing sugars are exposed to heat such as is necessary in deodorization and finishing, they take on a yellow to brown coloration and often become apparent to the naked eye for the first time. It is for this reason that the customer often contends that the drycleaner has, in some way, caused these stains. Reducing sugars are commonly found in such solutions as fruit juices, soft and mixed drinks, etc.

In the case of this garment, the shape of the stain on both lapels seems to be pretty much the same. This might indicate that one lapel may have been pressed against the other that had been wet with the staining solution.

It may be that spot bleaching these stains with sodium perborate in conjunction with the steam gun will reduce them sufficiently so that they cannot be seen.

## Silk Splitting

Both sleeves of this dress cracked the same way. Could you tell me what caused this while the dress itself remained all right?—C.T.C., Ohio

This material has been made from cotton and sheer pure silk yarns. The damage that has taken place has been appropriately termed "silk splitting." You will notice that the damage is across the sheer silk yarns while the larger cotton yarns are unaffected.

It is likely that this part of the sleeve has been exposed to perspiration. Usually, the combined effect of an acid condition coupled with friction from wear will cause this splitting. Pure silk is quite susceptible to acid damage whereas cotton is very resistant—particularly when compared with the sheerness of the silk yarns used. The same damage will also occur in other areas that are subjected to perspiration and friction such as the waist area, across the back, etc.

The damage that has taken place is not due to any part of the drycleaning process.

## Chemical Damage

The front of this dress has been damaged and our customer feels that we did it during cleaning. We would like to know what caused the material to fall apart.—C.C., Alaska

Under ultraviolet light it appears that the damage had been caused by chemical action.

The fabric is made of cotton yarns. Cotton is very susceptible to acid deterioration as well as overoxidation. It seems that some solution has been spilled on the garment which, over a period of time, has caused this deterioration. There is a possibility that this may have been in the form of a strong oxidizing agent, but we feel that the staining solution has been acid.

You will note that the damage follows the outline of the stain with the damage first taking place at the outer edges. This, too, might indicate that the stain had been present for some time. We do not feel that this damage is due to any drycleaning process.

## Alkali Damage

These holes were not present before drycleaning. What has caused them?  
—T. C. C., Pennsylvania

The holes have been caused by a strong alkali, probably caustic soda (lye). The fabric is made of wool and cotton yarns. You will notice that only the wool fibers have been destroyed while the cotton ones remain intact. This can be accounted for by the fact that cotton is very resistant to alkali damage whereas woolen yarns are readily damaged by such alkalinity.

The customer was evidently splattered with a very strong alkaline solution at some time. As this alkali has remained in the fabric over a period of time, the wool yarns were so deteriorated that when the garment was cleaned they couldn't withstand the normal mechanical action of drycleaning. As a result, the holes developed.

Strong alkalies that would cause this damage are, of course, never used in a drycleaning plant. Furthermore, the fact that the staining was evident indicates that the alkali had contacted the garment before cleaning.

## Spots Really Fabric Damage

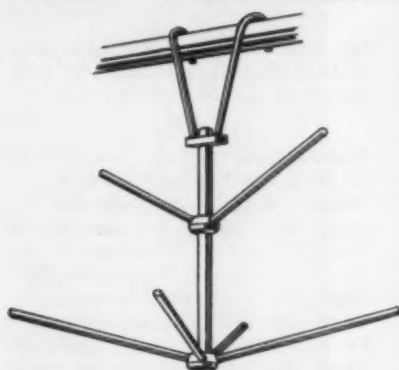
What has caused the black spots on this suit coat? The customer brought it in for pressing only.—G. C. L., New York

The black spots on this suit are actually caused by fabric damage. Examination of the fabric under a microscope reveals that the white yarn has been made of pure silk and it is this yarn that has been damaged. Furthermore, chemical tests show that the damaged area is in a slightly acid condition.

From this study, it would appear that the coat has been stained in two spots with a solution that was a moderately strong acid. Because silk is much more sensitive than wool in respect to acid damage, the silk yarns were the first to be destroyed.

Obviously, your finishing did not cause this acid damage. No doubt these two acid stains were present in the coat when it was brought to be pressed. The heat used in pressing may have acted as a catalyst in speeding up the action of the acid on the silk yarns but the source of the damage was in the solution that had been spilled on the garment in the first place.

## Introducing the SPIDER-T Clothes Tree



Placed within easy reach of presser, the Spider-T holds large quantities of pants, skirts, shirts, etc. Keeps garments wrinkle free. Does away with pants horse. Economical because it speeds up production, saves time, space and extra handling. Rotates 360°. Sturdy construction, chrome finish.

**Price Only \$9.95**

### TWO PENS IN ONE

For both laundry and drycleaning. Ink guaranteed to stand up under all types of solvents, charge systems, bleaches etc.

**Only 39¢**

\$4.50 per dozen  
Counter Chain, 39¢

### SELF-LOCKING TIE FORMS



No. 1 Prong type for ties with center stitch \$4.95



No. 2 Closed type for open center ties \$5.95

Both forms are self-adjusting at any point. Both are ideal on press or finishing board. To end all your tie finishing problems, you need both these fine tie forms.



OPEN

CLOSED

**COAT  
VENT  
CLAMP**

Grips and holds coat vents firmly in place while garment is being finished on coat machine or Adjusta-Form. Leaves no imprint. Cuts finishing costs.

**Only \$3.00 each or \$5.50 a pair.**

**Sold by Drycleaning and Laundry Jobbers  
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**NEWHOUSE SPECIALTY CO. INC., 3827 San Fernando Road, Glendale 4, Calif.**

NOVEMBER, 1960

**NEW ALL-PURPOSE MARKING PEN - KD-7 INK FORMULA**  
NEWHOUSE NO. 1 ALL-PURPOSE DRYCLEANING AND LAUNDRY MARKER



Pat. No.  
2-750-497

**NEW MAGIC  
IRON SHOE \$11.95**  
with Stainless Steel Liner  
And More Holes

For Cissell, Dryco, Patrick, G E and others. Special new design base with more holes. Smooth gliding, self-lubricating. Presses any fabric on right side—no shine, no wrinkles. Money Back guarantee.

Iron Stand ..... \$1.50



**TEFLON  
SPOTTING NOSE**

For Cissell Boards

New perforated Teflon with stainless steel frame. No more snagged garments on broken screens. Withstands acids and alkalis—no more contact stains. For long, trouble-free service, replace your present screen with new Teflon nose.

**\$10.95**

Replacement Screen .... \$7.95



**REEL  
GARMENT  
HOLDER**

Trouble free thumbrelease. 5 ft. nylon cord. For ironing and spotting boards. 75% faster.

Only

**\$3.95**

"The Reel  
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**STANDARD  
SCALE BASKET ... \$79.50**

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

Replacement Liner ..... \$4.95

**SEND FOR  
FULL LINE CATALOGUE**

### ECONOMY HANGING SCALE

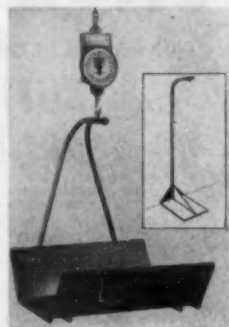
Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$45.00**

With stand add ..... \$16.50

Scale alone ..... \$22.50

Basket alone ..... \$24.00



**WOOD INSULATOR**



For Cissell Sleeve. Protects and troubles the life of sleeve bag. Fits into and shapes shoulder without puffing or padding. Immediate steam with completely diffused moisture. Cuts bag costs 50%.

Complete with Collar, Only ..... **\$3.45**



## KEEPS LAPELS IN PROPER PLACE



Free  
Samples

Amazing garment retainer eliminates curled lapels, keeps coats from sagging and drooping, gives garments that "de-luxe" look. Order today, reasonably priced. Order direct or from your jobber.

Write for free sample and easy-to-follow instruction sheet.

**THE COAT RETAINER CO.**  
P. O. Box 7021, San Antonio, Texas

## SAVE LABOR TIME MONEY

with SAF\*-A PRODUCTS new



### BUTTON PROTECTOR

Eliminates the removal and re-sewing of thousands of buttons on garments!



**GOOD** for all kinds of buttons, buckles, ornaments, hooks, etc.



**QUICK** to put on and removal. Ask your Jobber, or



**WRITE . . .**  
**SAF-A**  
**Products, Inc.**

2 Avon St.,  
Lewiston,  
Maine



PAT. PEND.

\*Not recommended for  
Plastics that  
dissolve in  
Solvents.

## N.I.D. ACTIVITIES

**NID Announces Theme:** The National Institute of Drycleaning has selected "The Big Story" as the theme of its 1961 convention. The theme was chosen because of the many big stories breaking in the drycleaning industry and in the world's newspapers these days.

In accord with its announced theme, NID will have Cartha D. (Deke) DeLoach, Assistant Director of the FBI under J. Edgar Hoover, as key speaker on opening day. His topic will be "The Communist Menace—How It Affects America's Small Business Man and What Each of Us Can Do About It." Friday's speaker will be Earl Nightingale, who became financially independent at 35 and whose recording of his plan for success has become a best seller.

The annual convention will be held beginning February 2, 1961, at Philadelphia's Sheraton Hotel.

##

**Glass Draperies Discussed:** A special meeting was held recently at the National Institute of Drycleaning to evaluate the drycleaning qualities of printed glass draperies. Officials from Owens-Corning Fiberglas Corporation and Pittsburg Plate Glass Company attended. Conclusions reached agreed that there must be continued research in the performance of solid shades and rolled prints. Plans were also made for research concerning the removal of

the finish in relation to degradation of fiber glass in drycleaning by both petroleum and synthetic methods.

##

**Students Tour Du Pont:** Nine students of the 111th General Course at the National Institute of Drycleaning recently were taken on a tour of the Textile Research Laboratories of the Du Pont Company, Wilmington, Del. Highlights of the tour included the Textile Processing Laboratory where Du Pont has constructed a small mill where all types of fabrics are made for Du Pont testing purposes only. Also of special interest was the Electrochemicals Laboratory where Du Pont conducts tests for perchlorethylene, bleaching compounds and other products.

##

**Recent NID Bulletins:** Sales Meeting Guide SMG-16 suggests ways of "Selling Against Competition." Sales Training Bulletin STB-6 "Training Profiles," details the use of an interview form for evaluating salespersons. Selling Tips ST-16 is "Tailor Your Selling to Your Customers."

Technical Bulletin T-389 continues the discussion of nonvolatile residue in drycleaning, taking up control of nonvolatile residue by distillation. Fabrics-Fashions Bulletin FF-73 goes into the handling of Acrilan-filled comforters.

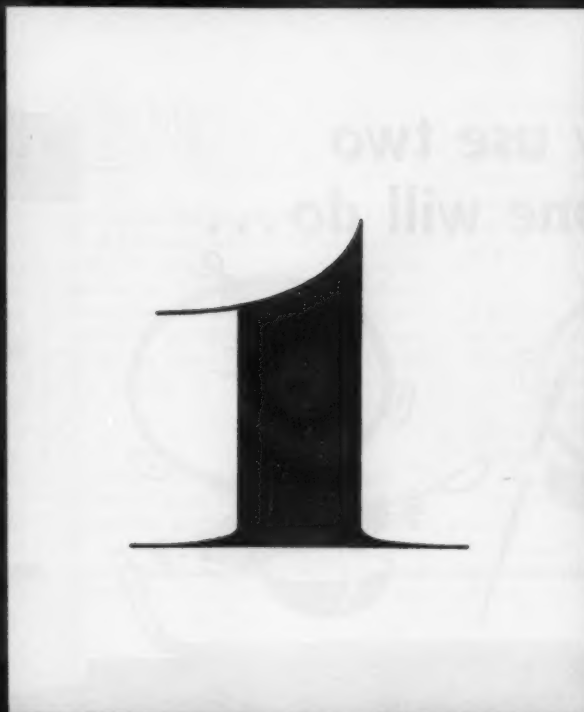


**NID Scholarship Winner; Graduating Class:** James Plous of Spic and Span Cleaners, Milwaukee, recently was awarded the John P. Gray Memorial Scholarship by the National Institute of Drycleaning Alumni Society. This tuition scholarship for the Advanced Management course is awarded to the student who graduates from the 12-week General Course with the highest scholastic average.

The nine students who recently completed the NID's 111th General Course are, left to right: Mr. Plous;

James O. Post, Emerson Cleaners, Sturgis, Mich.; Denny E. Cohen, Westminster Cleaners, Philadelphia; Robert B. Sewell, Coronado, Calif.; Robert R. Thweatt, Ray's Cleaners, Duncan, Okla.; James E. Rush, Jr., Rush's Fast Service Cleaners, Alexandria, La.; Paul R. Naismith, New Zealand Drycleaners & Dyers Limited, Auckland, New Zealand; Gene H. Dry, Dun-Rite Laundry & Cleaners, Inc., Albemarle, N. C.; James E. McCarthy, B & B Laundry & Drycleaning Co., Tracy, Calif.

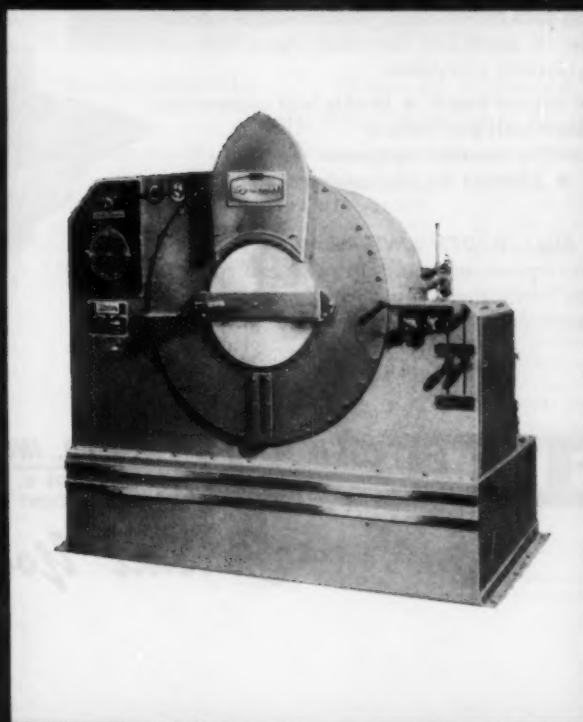




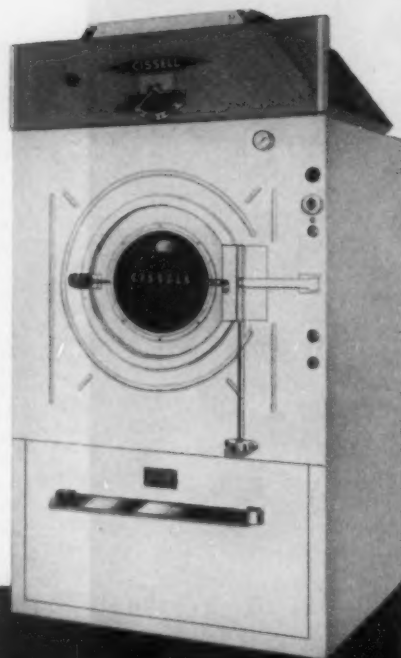
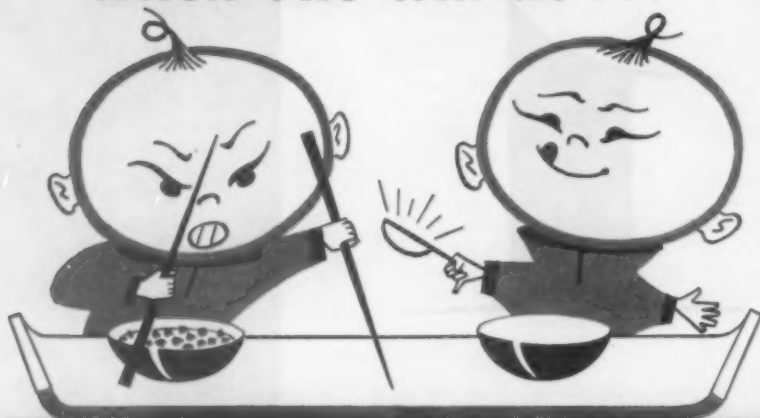
**ONE BIG REASON** Dependability is only one big reason why Washex is the choice of experienced operators. For synthetic or petroleum cleaning, men who know trust the superior engineering that goes into every Washex — from the rugged one-piece forged trunnion to the heavy duty motors that power the washing and extraction cycles and solvent pumps. There are synthetic models for 45, 65 and 100 lb. capacities. More information is yours by returning this ad with your letterhead.

**WASHEX MACHINERY CORPORATION**

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why use two  
when one will do ...



## THE BIG CISSELL 100 LB.\* DRYCLEANING DRYER

eliminates split loads ... boosts profits!

Your investment in the 100 lb. Cissell Drycleaning Dryer is an investment in *profit*! Handles *full* loads from your washer all in one operation—saves you time—gives major production advantages over split-load drying.

8-Stage Heat Control eliminates temperature guesswork, assures uniform drying. Big, no snag, 42" x 42" basket with large air volume assures fast, safe drying with complete deodorization. Basket removes in less than five minutes. Modern cabinet design and easy accessibility of parts also give this Cissell unit *top acceptance* with drycleaners everywhere.

- Separate motors for fan and basket ● Double wall construction
  - Cissell-built gear reducer
  - Air filter standard equipment
- Static steam spray ● Two-way fire extinguisher

\*Dry weight capacity

**NEW ALL-METAL, FULL-WIDTH LINT DRAWER** No stooping, no cloth to tear, replace, or burn. Operator can sweep it clean with his hands. Lower panel tilts open for access to perforated drawer. Drawer pulls out at convenient height.



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# ASSOCIATION NEWS

**Cleaners Good Scouts; Aid Chile:** The Drycleaners Guild of Greater Harrisburg, Harrisburg, Pa., recently united with the Boy Scouts, Girl Scouts, Goodwill Industries and the American Red Cross in a project which provided sweaters for the Chilean Relief Program.

Following a plea from the American National Red Cross for sweaters for the people of Chile, who had suffered tremendous loss from tidal waves during its winter season, over 4,000 sweaters were collected in Harrisburg and turned over to Guild members to be cleaned.

Members of the Drycleaners Guild of Greater Harrisburg who participated in the project were: Macy Capen, Capen Careful Cleaners; Karl E. Drothler, City Cleaners; Leonard Bernstein, Model's Cleaners; Ted Rabena, Rabena's Wardrobe Service; Russel E. Scott, Superior Cleaners; Myer Bowman, Vogue Cleaners; Steve Yovcheff, Steve's Cleaners; Harold Worcester, Harrisburg One Hour Valet, Inc.; John L. Menger, Menger's Cleaners, and Richard Oyler, Moderne Cleaners.

##

**SLRA Elections:** Rolland Lindsey of Reed Cleaners, Fargo, N. D., has been reelected president of the Suede and Leather Refinishers of America. Assisting him will be John Pysarchuk, Glove Cleaning Service, Cleveland, vice-president; Elmer Jochem, Deer Park Cleaners, Cincinnati, treasurer; Joseph Adamowski, Salzberg Drycleaners, Bay City, Mich., secretary.

Allan J. Copeland was renamed executive director, representing the group from its headquarters in Chicago.

##

**Rockland County Applies to NCA:** Neighborhood Cleaners Association field representative Charles Hacker has announced that he will recommend chapter status for the applicant group of Rockland County (New York) cleaners. Fulfilling the three requirements for application for chapterhood, the Rockland group meets regularly, wants a program and has a minimum of 10 members. President of the group is Eugene Vidal of Spring Valley Laundry Service. Bernard Ring is vice-president, Daniel Sokol is treasurer and Steve Welchman is secretary.

**Cleveland Clothing Drive:** The Cleveland Cleaners Institute in cooperation with the Cleveland Press-News again conducted a Back-to-School Clothing Drive, backed also by local radio and television stations. The clothing collected for needy children was cleaned and pressed by CCI members.

##

**Coin-Op Group:** O. M. Harrison of Valdese Cleaners and Dyers, a director of the North Carolina Association of Launderers & Cleaners, has been named president of the newly formed Tri-County Coin-op Association, made

up of coin operators in Burke, Caldwell and Catawba Counties. Mr. Harrison has just opened a coin-op in Hickory, the Wishy-Washy Coin Laundry. Mrs. Joe Connelly of Hickory was elected secretary of the new group.

##

**Canadian Bulletins:** The first of a series of technical bulletins issued by the Canadian Research Institute of Launderers and Cleaners in cooperation with the New York Neighborhood Cleaners Association is now being mailed to members who have subscribed to them.

A new fabric talk by Bea Bright, intended for distribution to consumers, is available to CRI members. The title is "How To Treat Common Stains."



## In Gainesville . . . TickeTag Snap-out Forms Save Work . . . help keep customers happy!

Says Mr. W. E. Van Winkle, owner, One Hour Martinizing, Gainesville, Fla.

In large and small cities TickeTag snap-out form is proving itself daily. This duplicate form with a snap-out carbon sheet has many advantages. This form permits more than one clerk to mark in orders, and still keep tickets in numerical sequence.

TickeTag is the easy way for positive identification . . . eliminates hectic hunting periods and disgruntled customers.

**ONE WRITING** This new form requires only one write-up of order to provide:

- Customer's Receipt.
- Office Record.

- Customer's Invoice and Plant Assembly Check.
- Eight Identical Pre-numbered Tags.

**BIG NUMBERS** on all parts of TickeTag form speeds your handling of work.

**NO EXTRA CHARGES FOR:**

- Printing your name and address.
- Choice of color stock.
- Starting and stopping of numbers.
- Prefix before numbers for store outlet or driver's number.

Your jobber has all the details; or write for TickeTag samples.



N. Wrenn St., High Point, N. C.

Please send me TickeTag snap-out form samples and full information.

Name \_\_\_\_\_

Address \_\_\_\_\_

# NEWS *from the allied trades*



## Pantex International Acquired

William F. Grossman, president of Pantex Manufacturing Corporation (left), and West German industrialist Heinrich Oelkers, a large European distributor of laundry and dry-

cleaning equipment, recently announced the acquisition of Pantex International, N.V. The new company will have its headquarters at the Pantex factory in Winschoten, Holland.



HOLMES T. COLLINS

## Divco Appoints Collins

Divco-Wayne Corporation has appointed Holmes T. Collins to the new post of manufacturing vice-president. He was formerly a division manager at Divco. In his new post, he will supervise production and delivery of Divco-Wayne vehicles.

## Cleaver-Brooks Realignment

A major sales and engineering realignment has been announced for the Firetube Division of Cleaver-Brooks Company by company vice-president H. F. Holtz.

All Firetube boiler sales are now consolidated, with W. F. Zunker as sales manager. John J. Nash is the new assistant sales manager. A new department, sales-engineering, headed by Paul Buday, will follow each order through production, installation and service.

## Laundry Dryer Expansion

Laundry Dryer & Equipment Co. has acquired the entire parts inventory of the Sec-O-Matic Corp., with exclusive national distribution. The company has also moved to larger quarters, now being located at 3114 Washington Blvd., St. Louis, Mo.

## Studebaker-Packard Acquires Clarke Floor Machine

Clarke Floor Machine Company, Muskegon, Mich., is now a division of Studebaker-Packard Corporation. In making the announcement, Clarke president Ernest Cooper said that there will be no changes in policies, management or field personnel. Mr. Cooper added that the affiliation will result in greater resources for Clarke.



## 24-Hour Repair Service

Anscott Chemical Industries, Inc., Clifton, N. J., has announced that a fleet of repair trucks manned and specially equipped to perform emergency repair service on all types of detergent equipment will be on 24-hour call to help Anscott customers.

## Clesco Export Agent

Clesco National, Incorporated, has appointed Ameropa International Vending Machine Corporation exclusive export agent for Clesco products. Ameropa will represent the Jet line of commercial washers, dryers and coin changers in territories including all of Europe, North and South Africa, Japan, British West Indies, Venezuela, Colombia, and Australia and New Zealand.



WILEY P. MCGINTY

## Southern Mills Promotions

Wiley P. McGinty has been promoted to vice-president and director of sales for Southern Mills, Inc. Parker Cleveland of the company's Los Angeles office has been promoted to sales manager. Succeeding him is Howard Sullivan, of the same office.

The company has also announced a new suburban Chicago address: 911 Busse Highway, Park Ridge, Ill.

## New Boiler Engineering Office

Boiler Engineering and Supply Co., Phoenixville, Pa., has appointed Joseph David regional sales manager of its new regional sales office at 53 W. Jackson Blvd., Chicago. Mr. David will work with authorized distributors of the firm's Continental packaged boilers in Chicago and surrounding Midwest areas.

## New AMSCO Appointment

American Mineral Spirits Company has appointed Norman Haber technical representative for the New York and New Jersey area.



W. A. SCHNAKENBERG

## Industry Pioneer Retires

William A. Schnakenberg, associated with H. Kohnstamm & Company, Inc., for 62 years, retired recently. To commemorate his years of service, company president Paul Kohnstamm presented him with a scroll during a luncheon in his honor.

Mr. Schnakenberg started with the company in 1898 as an errand boy. At the time of his retirement, he was sales manager for the Eastern Division of Kohnstamm's laundry supply operations and an officer of the company.



JORDAN S. BAKER

## National Marking Machine Appoints Baker

The National Marking Machine Co., Cincinnati, Ohio, has appointed Jordan S. Baker its sales representative for the New England states.

## Keystone to Handle NACCO Dyes

Keystone Aniline & Chemical Company has been appointed

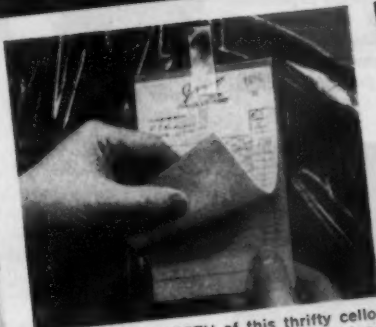
*Continued on page 92*



Hang up  
real savings with  
thrifty "SCOTCH" BRAND Tapes!



SINGLE STRIP of "SCOTCH" BRAND Cellophane Tape does three jobs: holds ticket, seals package, forms carrying handle. A real time and money saver!



ONE PENNY'S WORTH of this thrifty cellophane tape attaches 23 job tickets. And tape won't snag garment or stick fingers. Mends or seals film bags, too.



MARK FLAWS or spots with "SCOTCH" BRAND No. 246 colored tape (different colors can code different types of stains). Saves reworking, speeds jobs, improves profits.



STRIPS of "SCOTCH" BRAND Double-Coated Tape hold slippery garments on hangers. Saves casualties on delivery, costs only a fraction of a penny.



BRUSH OFF LINT, hair, or threads quickly with a wide strip of "SCOTCH" BRAND Masking Tape wrapped around the hand, sticky side out. Cuts labor time, cuts costs.



STOP COSTLY MIX-UPS — band hangers together with No. 246 colored tape (about 1/20th of a penny's worth). Makes carrying easier, too. Colored tape can also flag "special attention" orders.



MINNESOTA  
MINING AND  
MANUFACTURING COMPANY



... WHERE RESEARCH IS THE KEY TO TOMORROW

Continued from page 90  
sole manufacturing and selling agent for the NACCO dye line of the National Aniline Division of Allied Chemical Corporation. All future shipments of NACCO dyes will be made from Keystone's plant at 321 N. Loomis St., Chicago.



ARMAND D. CERAMI

#### Elect Pantex Chairman

Armand D. Cerami has been elected chairman of the board of the Pantex Manufacturing Corporation, Pawtucket, R. I. Mr. Cerami had been a vice-president and member of the board since January. He is also a vice-president and director of Pantex Manufacturing (Canada) Ltd., and Pantex International, N. V., Holland.



M. M. BARKER

#### Davies-Young Appoints Barker

Davies-Young Soap Company, Dayton, Ohio, has appointed M. M. "Budd" Barker its representative in West Virginia and southwestern Pennsylvania. Mr. Barker is a former drycleaning plant owner and operator, experienced in synthetic and petroleum operation as well as in machinery installation and plant layout.



SIDNEY B. KLEIN

#### Manitowoc Appoints Klein

Sidney B. Klein has been appointed Eastern district sales representative of the Manitowoc Engineering Corp. He has over seven years experience in the field of wholesale and retail drycleaning and cleaning plant management. He will have his headquarters in Philadelphia.



HAROLD G. DICK

#### Wichita Promotes Dick

Wichita Precision Tool Company, Wichita, Kans., has appointed Harold G. Dick vice-president and manager of product sales. A graduate of MIT, Mr. Dick spent 14 years in the garment manufacturing industry and 16 years with the Goodyear Company.

#### Spencer Appoints Distributors

J. P. Spencer Corp., Scarsdale, N. Y., has appointed three distributors for its line of imported drycleaning units. Metropolitan Dry Cleaning Machinery Co., Richmond Hill, N. Y., has been appointed to cover New York, New Jersey and Connecticut. Carman-Mitchell-Wing Company, Stoneham, Mass., has been appointed for New England. Sterling Ma-

chinery Co., Inc., Philadelphia, Pa., will cover New Jersey, Pennsylvania, District of Columbia, Maryland, Virginia, West Virginia and Delaware.

The company will also maintain a parts and service headquarters in Scarsdale.



NICHOLAS D'ARCY

#### Vapor Heating Representative

Nicholas A. D'Arcy, Huntington Park, Calif., has been appointed Southern California representative of Vapor Heating Corporation of Chicago. The D'Arcy firm is qualified for layout, design and installation of equipment.



CARL N. MERCER

#### Clean Purchases Nu-Horizon

Nu-Horizon System, Inc., San Angelo, Tex., producer of a professional carpet shampoo, has been purchased by Clean Products Company. Carl N. Mercer, former owner of Angelo Rug Cleaners, with 16 years background in manufacturing and cleaning service, is president of the new firm. According to Mr. Mercer, the company hopes to have a nationwide sales and distribution organization within the next three or four months.



ROBERT W. LEEDS

#### Name Shirt Executive

Robert W. Leeds has been named a vice-president and assistant to the president of the Registered Shirt Laundry Association. The firm sells its Registered shirts exclusively through drycleaning and laundry plants.



STANLEY FISHMAN

#### White Appoints Fishman

Stanley Fishman has been named regional sales representative for the White Machine Company, Kenilworth, N. J. He will cover greater Los Angeles and Southern California. In addition to assisting his firm's wholesale distributors in this area, Mr. Fishman will handle sales promotion for the White Machine Company conveyors.

#### Anti-Smog Device

Pantex Manufacturing Corporation, Pawtucket, R. I., has acquired exclusive manufacturing and sales rights to Monoxit, an automobile engine exhaust purifier. Production and marketing of the device will be a joint venture of Pantex and Tel-A-Sign, Inc., of Chicago, a company in which Pantex has a substantial interest, under a wholly owned Pantex subsidiary, the Monoxit Pantex Corporation, now being formed.

## Keever-Beach Reassignments

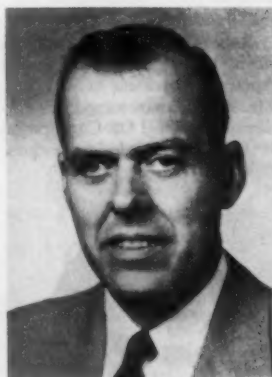
Keever-Beach division of the Keever Starch Co. has announced new assignments for three sales representatives. Don Harris has been transferred to Detroit where he will cover the state of Michigan. He has spent 13 years in the industry. San Francisco and the Northwest will be handled by Charles R. Keeley, 17-year industry veteran. Dan Wilkinson will cover Florida from his headquarters in Sarasota. He has 16 years experience, the past 12 in Florida.



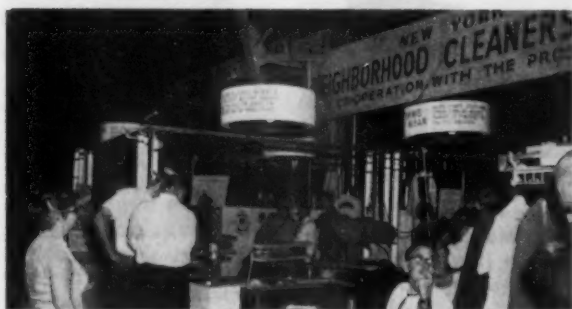
CHARLES R. KEELEY



DON HARRIS



DAN WILKINSON



## NCA and Allied Trades Cooperate in Fair Exhibit

An estimated 100,000 people visited the Neighborhood Cleaners Association exhibit at the recent New York State Fair, Syracuse, N. Y. They saw a complete drycleaning plant in action, manned by NCA members and equipped by The

Prosperity Company with Prosperity and allied equipment. Consumer questionnaires were filled out by 18,000 visitors throughout the nine days of the fair. The exhibitors report a surprising interest shown by those who watched this clinic.



## Ajax Pressing Machine Expands Again

Ajax Pressing Machine Company, Salt Lake City, Utah, assembly department to its

## ALMORE DYES

*Formals*  
**BEAUTIFULLY**



Formals, gowns, party dresses no matter how dainty, can be dyed to exquisite new shades of precise fashion and seasonal "Brightness".

Tell your customers—"DYEING SAVES BUYING"



**ALMORE  
DYE HOUSE**

DYEING is our **ONLY** Specialty  
4412 Wentworth Ave.,  
Chicago 9, Illinois  
Leon Teichner, President

*Continuously in business since 1919  
... the dyeing name of undying fame*

plant. Another addition, a partment, was completed in 5,000-square-foot forming de- June.



### Congratulations, It's a Baby!

Ed Ewell, manager of Pennsalt Chemicals Laundry & Dry Cleaning Department, plays the part of a proud papa as he lights a giant cigar for Check Morrison, Southeast district distributor. Awaiting their turn at the match are (left) James Cur- rin, Northeast district, and Ray Smith, Midwest district.

The fun with the cigars was part of a New Baby promotion put on by Pennsalt to call at-

tention to its latest product, Super-Karb. A pink and blue color scheme was used on all items in the promotion. A mailing tube containing a pull-string attached to a cigar was sent to 200 distributors. A separate tube was sent to about 1,000 salesmen but since the "birth announcement" news was already out, a package of crystal clear mints was substituted for the cigars.

### Detrex Promotes Three Executives

Detrex Chemical Industries, Inc., has elected E. W. Allison vice-president in charge of all sales and marketing functions of the company. For the past 11 years, Mr. Allison was secretary-treasurer of the company.

G. C. Van de Riet has been promoted to treasurer. He also continues as company controller, a post he has held for 10 years.

F. J. Chmielnicki, Detrex assistant secretary and legal counselor for 10 years, has been promoted to secretary of the company and legal counselor.



E. W. ALLISON



G. C. VAN DE RIET



F. J. CHMIELNICKI



R. A. ZIMMERMAN

### Apco Appoints Zimmerman

Robert A. Zimmerman has been named city manager of Apco Solvent Sales in St. Louis. Mr. Zimmerman joined the Anderson-Prichard Oil Corporation in 1956 as city sales representa-



HARRY C. McELROY

### Caled Names McElroy

Caled Products Company, Brentwood, Md., has named NID graduate Harry C. McElroy its representative for his home state of West Virginia. Mr. McElroy has had long experience in the drycleaning business.



STAURT D. ZENT

### Norge Names Sales Manager

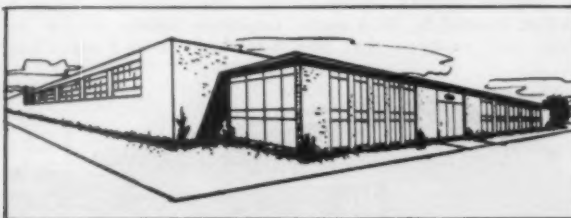
Stuart D. Zent has been appointed national sales manager of automatic washers for the Norge Division of Borg-Warner Corp. His headquarters will be in the company's Chicago executive offices. He comes to Norge with over 13 years experience in the appliance industry.



JAMES D. HOPKINS

### Ironrite Appoints Field Sales Manager

Ironrite, Inc., has appointed James D. Hopkins national field sales manager. He was formerly regional sales manager of National Presto Industries.



### White Machine Moves to Automated Plant

White Machine Company is now located in a new, four-acre plant at 50 Boright Ave., Kenilworth, N. J. Using advanced automated conveyor-belt techniques, the new facilities occupy 35,000 square feet of production space.





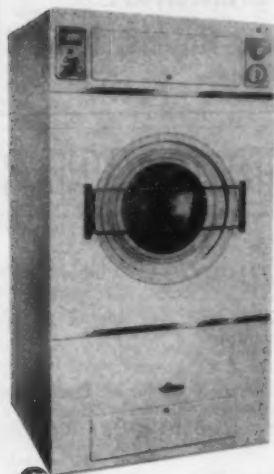
# SHIRT LAUNDRIES

MAKE MORE PROFITS WITH

THE WORLD'S finest LAUNDRY EQUIPMENT

*Tumblette*

37 x 30 DRYER



by  
**Cook**

*Washette*

OPEN END WASHER



— increase shirt production, handle more pounds of laundry, more garments per day! Wash 'n' wear garments need only minor touch-up when laundered in Cook equipment. Tumblette available in 50-lb. capacity, Washette in 25-50-75-100 lb. capacities.

For illustrated brochure and name of nearest distributor, write —

**cook**  
MACHINERY CO., INC.

4301 SOUTH FITZHUGH  
Dallas 10, Texas

WASHERS • EXTRACTORS • DRYERS

6038

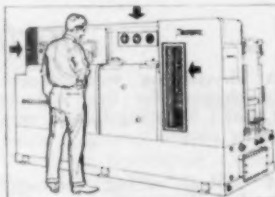
## NEW PRODUCTS Continued from page 10

### Drum Cart

The Ezy-Rol Barrel Cart is designed to allow a drum or barrel to be carried at pallet height to reduce operator effort. The cart is available with two-wheel safety brakes for control of the loaded cart on inclines.

For more information: Valley Craft Products, Inc., Division of O'Neil-Irwin Mfg. Co., 770 Jefferson Ave., Lake City, Minn.

50-gallon drums. Four-ounce samples are available on request to Warco Laboratories, Inc., 13609 S. Normandie Ave., Gardena, Calif.



### Detrex Adds to Deluxe Line

Operators of the new Deluxe Ambassador have instant sight control of various machine operations. The electrical control panel is at left. Control cluster with sight glass, pressure gauge and thermometer is at eye level center, glass-covered filter compartment is at right. Other features include automatic filter powder feeder, automatic Steady-Flo filter, centrifuge muck separator and automatic valves.

For additional information: Detrex Chemical Industries, Inc., 14331 Woodrow Wilson Ave., P. O. Box 501, Detroit 32, Mich.



### New Shampoo Product

Warco's new Rug and Upholstery Shampoo is a highly concentrated product, obtainable in 5-gallon pails with plastic pouring spouts, or in 30- or

### Maintenance-Unit Bulletin

Sellers Bulletin 446 contains information on the installation, operation and maintenance of the Super Booster hydraulic jet cleaner. The new unit uses steam as an energy source to combine with water and detergent under high pressure to clean walls, floors and equipment.

For a copy write Sellers Injector Corp., 1600 Hamilton St., Philadelphia 30, Pa.

### Boiler Financing Plans

Two plans have been announced to allow boiler users to lease new boilers or buy them through installment payments. Lease payments, it is pointed out, are fully tax-deductible as operating expense items. Capitalizing the boiler and depreciating it year by year are not required by the user.

For additional information: Boiler Engineering and Supply Co., Inc., Manavon St., Phoenixville, Pa.

### New Spot Remover

Famous Spot Remover, designed for rug and upholstery

cleaning, is said to be gaining in favor as a spotting agent among drycleaners. The manufacturer states that the spotter will remove blood, ink, iodine, hard grease, polish, asphalt and other stains. The noninflammable spot and stain remover is said to be safe on all fast colors.

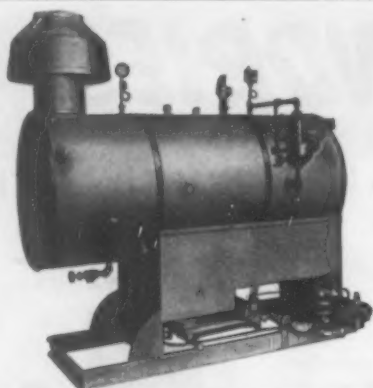
For more information: Clean Products Co., P. O. Box 307, San Angelo, Tex.



### Ford Econoline Van

Featured in Ford's new Econoline series is the Van, pictured above, with a 90-inch wheelbase, over-all length of 168.4 inches. Power is supplied by a modified version of the 85-hp. Falcon engine, mounted forward beside the driver's seat. Cargo area of the Van is accessible through both side and rear doors.

For more information: Ford Division, Ford Motor Company, P. O. Box 658, Dearborn, Mich.



## GAS BOILERS

Vertical tubular  
Vertical flueless  
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

Specializing in boilers for the garment and cleaning trades since 1916.

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

**P. M. Lattner Mfg. Co. Cedar Rapids, Iowa**

Dealers & Distributors most everywhere

## OIL BOILERS

Vertical tubular  
Vertical flueless  
Portable horizontal

Are You Turning Away Half Your Business Potential?

**RELIABLE**

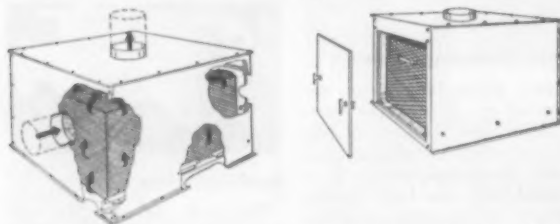
## DRY STORAGE \* COLD STORAGE PACKAGE UNITS

Assure 100% profit return • Give you the edge on your stiffest competitors • Adaptable for every plant owner

RELIABLE MACHINE WORKS, INC.  
231 EAGLE ST., BROOKLYN 22, N. Y.

## ELIMINATE ALL TROUBLESOME LINT PROBLEMS for only \$7450

The new Superior Lintrap measures only 20 1/4" x 20 1/4" x 25" with 8" intake and 10" exhaust. Here is how this tremendous new Lintrap can help you:



- A lifetime installation—no moving parts to get out of fix.
- Made of heavy gauge metal to withstand rough handling.
- Lintrap is installed directly on top of tumbler or any other convenient location.
- Simple construction permits easy installation at very little cost.
- Multiple Lintrap units may be installed with one opening to atmosphere.
- Lint space makes cleaning necessary on an average of once a week. Only in rare instances more than twice a week, then surplus lint can be removed without interruption to the machine.

FOB Gadsden, Ala., or thru local jobber or distributor

**V & W EQUIPMENT CO.** 2173 Briarcliff Rd., N.E.  
Atlanta, Georgia

## PEOPLE AND PLACES

### northwest

James R. Kennedy is the new operator of Model Cleaners, Tillamook, Ore. and was one of its organizers.

Hans Rasmussen has reopened Aloha Cleaners, Salem, Ore., which was formerly operated by Quenton Larson.

Bill Dawkins is now the sole owner of DeLuxe Cleaners, formerly Mary Miller Cleaners, Chadron, Neb.

Kenneth Lynn is the new owner of Mercury Cleaners, Grand Island, Neb. Mr. Lynn is a past president of the South Dakota Dry Cleaners Associ-

The new owner of Dress Rite Cleaners, formerly Mansfield's, Cozad, Neb., is Dick Richards.

Best Cleaners, 503 E. First St., Newberg, Ore., held a three-day open house recently in connection with the installation of new equipment. Stew and Jean Harris are the owners.

Mr. and Mrs. Julius Strong have purchased Portland (Ore.) Cleaning Works, Williams Ave. near Shaver.

### northeast

A drycleaning establishment is planned for the Walpole (Mass.) Shopping Center, now under construction.

A storage vault has been added at B & B Cleaners, 6 Washington Ave., Portland, Me.

A ribbon-cutting ceremony marked the grand opening recently of Anton's Cleaners and Launderama, Reading Sq., Reading, Mass. Arthur C. Antonopoulos is general manager.

Cadet Dry Cleaners, W. Utica St., Buffalo, N. Y., has opened a branch on the corner of Richmond Ave. and Ontario St., Lockport, former location of Wind Bros. 1-Hour Dry Cleaning.

Lewis Dry Cleaners, 1201 W. Main, Grove City, Pa., has added a storage vault.

Cleanerama, located at 316 Nassau Rd., Roosevelt, N. Y., is under new ownership.

### north central

Kenneth Eide has purchased Riceville (Iowa) Cleaners from Bernard Monaghan.

Aaron Lee has purchased Mercury Cleaners, Bloomer, Wis., from Ed Schreiber.

Lee Graziano has purchased Roush Cleaners, 6827 Douglas Ave., Des Moines, Iowa, from Clarence Roush.

Watson Cleaners and Shirt Laundry has opened a new plant at 7310 Gravois in Hampton, St. Louis, Mo. The main plant had been located at 3023

Watson Rd. for the past 35 years.

**J. J. Wehr, owner and operator of Barnesville (Ohio) Dry Cleaning** for nearly 30 years, has sold a controlling interest to James Garrett. Mr. Wehr will remain in an advisory capacity.

**Mrs. Mike Girtz** has purchased Town and Country Cleaners, Pierz, Minn., from Mr. Meyer.

**Charles J. Warner, owner of College Dry Cleaners, 512 E. Michigan St., Mount Pleasant, Mich.,** for the past 31 years, has announced that he will close the establishment and retire.

**Dick and Gerry Van Kalkeren, proprietors of Liter Cleaners, Pella, Iowa,** have announced a change in the firm's name to Richard's Cleaners.

**Pink Poodle Cleaners, 1321 N. E. Capital Ave., Battle Creek, Mich.,** held a grand opening recently. The concern is owned by Mrs. Louise Bell, operator of Jiffy Dry Cleaners, 19 S. W. Capital Ave., and her son, Dennis. Mrs. Bell is also in partnership in drycleaning establishments in Kalamazoo and Marshall.

**R. O. Pederson, owner of Pederson Cleaners, Charles City, Iowa,** has announced plans for building a new drive-in drycleaning establishment at 601 N. Main St.

**Vern and Bob Plassman** have established One Hour Martinizing Cleaners at Main St. and Niles Ave., St. Joseph, Mich.

**Carl and Reath Jenner, operators of Plainwell (Mich.) Dry Cleaners** for the past 28 years, have sold the establishment to Mr. and Mrs. Theodore (Ted) Bagley.

**Cool City Cleaners, 1308 Washington St., Two Rivers, Wis.,** has installed additional equipment to provide one-hour service.

**Jasper (Minn.) Cleaners** has announced plans for the addition of self-service laundry equipment.

**A \$75,000 drycleaning establishment** is now under construction at 6401 S. Pulaski Rd., Chicago, Ill.

**Mr. and Mrs. Bob Ours, operators of Ours Dry Cleaners on Main St., Kewaskum, Wis.,** held a grand opening recently at their new coin-operated laundry. Their adjoining drycleaning establishment started its tenth anniversary celebration the same day.

**An open house at Manhattan Dry Cleaning, 34 W. Selby St., Alliance, Ohio,** allowed the public to view recently added equipment and modernized facilities. Michael Miller is president and Harry Miller vice-president of the firm.

**A storage vault** has been added at LaSalle Cleaners, 607 W. Second, Flint, Mich.

**Wabasso (Minn.) Cleaners,** operated by Walter Nonnemacher, will be housed in a building now under construction on Main St.

## southeast

**Forehand Cleaners, formerly Quality Cleaners, 1306 N. Monroe St., Tallahassee, Fla.,** is now owned by Cary, Onis and Eunice Chason, Forehand.

**Superior Cleaners** has a new drive-in on W. Main, Lake City, S. C.

**New drycleaning equipment** has been installed at Main Cleaners, Siloam Springs, Ark., owned by Mr. and Mrs. Adam Young.

**Blackwood's Dry Cleaners, 300 W. Washington St., Orlando, Fla.,** has been opened by Mr. and Mrs. Herman Blackwood.

**Earl and Melvin Willoughby** have purchased Lewisburg (Tenn.) Dry Cleaners on E. Commerce St. from Mrs. Coleman Davidson and James Bills.

**Mr. and Mrs. Clarence McConnell** have replaced Mr. and Mrs. James Logan as managers of One Hour Martinizing Cleaners, 1005 Walter Ave., Selma, Ala.

**Oak Forest Cleaners, 1217 Fair Park Blvd., Little Rock, Ark.,** has added a storage vault.

**J. Hirschman, owner of Peroclene Cleaners, Charleston, S. C.,** has announced the opening of new quarters at Wentworth and Glebe Sts.

**A self-service laundry center** has been added at Harris Cleaners, Floyd, Va., operated by Vernon Harris.

**Aladdin Cleaners, Inc., Birmingham, Ala.,** has opened a plant in the new Eastwood Mall. The firm has other plants at Woodlawn and Mountain



### ELECTRIC BLANKET CIRCUIT TESTER

Checks electric blanket wiring in 15 seconds. Protects you against unwarranted claims. Portable—plug in type, can be used anywhere a 110v outlet is available. Works on all blankets. Complete instructions included—no costly operator training. Completely safe—cannot hurt blankets, equipment or personnel.

Price.....\$6.50 each



### HAND SEALER KIT

Fast, economical, permanent sealing of polyethylene or other thermo-plastic films. Makes special size bags out of regular garment poly or plicofilm. Cuts packaging labor and improves appearance—avoids unsightly folding, stapling and taping. Kit includes—Hand Sealer, Bar to guide sealer direction, Mounting bracket and tube of DOW "SLIPICONE" releasing agent.

Price.....\$29.95



### THREAD RACK

32 spool capacity thread rack holds all standard spools and bobbins. Each spool is directly and instantly available. Heavy, rigid welded wire construction and bright nickel plate guarantee long life and attractive appearance. Flat design saves on scarce working area. For bench, wall, table edge mounting... or mount on board for portability.

Price.....\$6.95 each

### ASK YOUR SUPPLIER ABOUT KD . . .

KD Numbering Outfits

Identification Tags and Systems

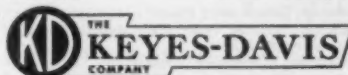
Flag Markers

Brass Tags and Rings

Rack Dividers

Pin Straighteners

Pin Set Transports



79 14th St., Battle Creek, Michigan

## GREASELESS! SMEARLESS!



# NOW

## A NEW ANTI-STATIC SPRAY GUARANTEED TO BE EFFECTIVE!

Spray the outside of plastic bags after garments are enclosed. **NEUTRO-STAT** prevents the bags from clinging to clothes! . . . prevents dust from attracting to bags! Sprayed on dark blue garments, keeps them lint-free! Non-oily, non-flammable, dries fast and will not spot. Low-cost. **NON-RUST TYPE** also available for use when metal parts will be sprayed.

### THE SIMCO COMPANY

920 WALNUT ST., LANSDALE, PA.

Ship.....16 oz. cans Neutro-Stat @ \$2.75

.....cartons (1 doz. cans) @ \$27.50

☐ STANDARD ☐ NON-RUST

FIRM.....

ADDRESS.....

SIGNATURE.....



**STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208).**

**SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF The National Cleaner, published monthly at Lancaster, Pa., for October 1, 1960.**

State of New York }  
County of New York } ss.

1. The names and addresses of the publisher, vice president, executive manager, general manager and editor are:

Publisher, The Reuben H. Donnelley Corporation, 466 Lexington Ave., New York 17, N. Y.

Vice President: Edward A. O'Rourke, 466 Lexington Ave., New York 17, N. Y.

Executive Manager: Edward B. Wintersteen, 466 Lexington Ave., New York 17, N. Y.

General Manager & Editor: Arthur F. Schuelke, 466 Lexington Ave., New York 17, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) The Reuben H. Donnelley Corporation, 466 Lexington Ave., New York 17, N. Y.

Carol Lynn d'Almeida Santos, Paris, France.

Elliott Donnelley, Lake Forest, Illinois.

Elliott Donnelley, Trustee under the Gaylord Donnelley Trust Agreement, Chicago, Illinois.

Gaylord Donnelley, Libertyville, Illinois.

C. Pardee Erdman, Santa Barbara, California.

C. Pardee Erdman, Jr., Sheridan, Wyoming.

R. H. Donnelley Erdman, Santa Barbara, California.

Charles C. Haffner, Jr. and Clarissa Donnelley Haffner, Trustees for Charles Christian Haffner, III, Clarissa Gaylord Haffner, Frances Ann Haffner, and Phoebe Louise Haffner, Chicago, Illinois.

Laura E. Peters, Wilmette, Illinois.

Donald R. Arnold, New York, N. Y.

Mary Jo Smith Andersen, Curtis E. Frank and Harris Trust and Savings Bank, Executors under the Will of Albert M. Andersen, deceased, Chicago, Illinois.

Curtis E. Frank, Lake Forest, Illinois.

Harold P. Harper, Greenwich, Connecticut.

David L. Harrington, Flossmoor, Illinois.

The Northern Trust Company, Chicago, Illinois, Trustees of Fund A under the Will of Reuben H. Donnelley, deceased.

The Northern Trust Company, David L. Harrington and Charles C. Haffner, Jr. as Trustees under agreement dated January 24, 1946 with Thorne Donnelley, Chicago, Illinois.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear on the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue.) 17,600.

E. B. WINTERSTEEN,  
(Signature of Executive Manager)

Sworn to and subscribed before me this 20th day of September, 1960.

WALTER H. FREDRICKS  
Notary Public, State of New York  
No. 41-6391975

Qualified in Queens County  
(My commission expires March 30, 1962)

Term expires March 30, 1962.

Brook, and branches at Huffman, Center Point and Cahaba Heights. Officers of the firm include Mrs. A. W. Dowda, president; Edward W. Hughes, vice-president, and Mrs. Dowda's daughter, Mrs. R. E. Barr, secretary. Mrs. Dowda is a director of the Greater Birmingham Cleaners Association.

A storage vault has been added at Brown's Dry Cleaners, 133 Main St., Daytona Beach, Fla.

## southwest

Proprietor Clyde Steph announced the grand opening of Spot Cleaners in its new location, 64315 Spring St., Long Beach, Calif.

Flory Cleaners, owned by Ivan Flory, has erected a new plant at 4336 E. Belmont Ave., Fresno, Calif.

Mr. and Mrs. John Huey have purchased Royal Cleaners, Sanderson, Tex., from Mr. and Mrs. W. W. Sudduth.

Johnson Cleaners, owned by Truitt Johnson, has been moved to new quarters at 108 N. Main St., Lindale, Tex.

Irving R. Freed has established Lustre Cleaners in the Orange (Calif.) Square Shopping Center, located at Tustin and Chapman. Mr. Freed is a graduate of the NID.

LaRose Cleaners has opened an outlet at 11223 S. Post Oak, Houston, Tex. The new unit is the 42nd in the LaRose chain.

Hite and Richmond Harper and Tom Witt have purchased Rio Cleaners, Eagle Pass, Tex., from Mr. and Mrs. W. B. Hedge.

Scotch Cleaners, National City, Calif., is now open under new management. The firm is owned by Guy Brown and managed by Riley O'Donnell.

Normal Club Cleaners, 309 S. College, Tahlequah, Okla., has installed a storage vault.

Cole Cleaners, 2506 Ft. Sill Blvd., Lawton, Okla., has added a storage vault.

Warren Borders plans to establish a drycleaning drive-in plant on San Jacinto St. and Devonshire Ave., Hemet, Calif.

Homer Peebles, owner of Snow White Cleaners and Laundries, Fort Worth, Tex., has announced the opening of two Pink Apron Cleaners and Laundries, located at 2951 W. Butler and 2221 W. Rosedale.

La Vetta Knight, operator of a drycleaning concern in San Dimas, Calif., has leased a building in Charter Oak for the establishment of a second shop.

A storage vault has been installed at Dumas (Tex.) Cleaners, 312 Dumas Ave.

A grand opening was held recently at Dale's Cleaners, located in the shopping center at Cucamonga and N. San Antonio Aves., Pomona, Calif., by Mr. and Mrs. Dale M. Groves.

DuBois Dry Cleaners has leased space in the new Mayfair Shopping Center on El Dorado St., Stockton, Calif.

A storage vault has been added at Hayne's Cleaners, 602 E. Harrison, Harlingen, Tex.

Bolden Cleaners, 2106 S. Federal, Denver, Colo., is now under new management.

## Canada

Simpson Dry Cleaning, 83 Downie St., Stratford, Ont., has added a storage vault.

Callum, manager of the company's Calgary operations, will head the new shop.

Townline Cleaners, Richmond, B. C., has opened a new call office in the Seafair Shopping Centre, as part of a \$20,000 expansion program. Boris Stasiuk is the proprietor.

Merritt (B. C.) Cleaners has added a new drycleaning unit.

Northern Dry Cleaners has been officially opened in Hudson Bay, Sask., by John Scherban.

Fabric Care Associates Ltd., Calgary, Alta., has opened a drycleaning establishment and shirt unit in the Chinook Shopping Centre. The firm also has plants in Edmonton and the new town of Hinton. James Mc-

A storage vault has been added at DeLuxe Cleaners & Dyers Ltd., Lachine, Que.

Alex Quigley has purchased Cobourg (Ont.) Cleaners. The



## Ze-GLOW SPRAY

... In an AEROSOL Can  
JUST SPRAY-ON a beautiful finish...

- For FURS
- MAN-MADE FURS
- CASHMERES

NO equipment • NO air • NO steam  
\$1.45 per 15 oz. Can—in 12 can cases  
Send for FREE Illustrated folder  
Order Ze-Glow Spray from your jobber NOW

**Ze**

**products**

Zimmerman Co. Cincinnati 19, O.

**NEW !!!**



**GROSS STAR**



**TRIPL-SAFE GRID PLATE**  
**Masters ANY Fabric**

**The Grid Plate**  
**that CAN'T**  
**make a mistake**

1. Perf. liner
2. Filter screen
3. Napped surface

under 46"	\$29.75
over 46"	\$38.75
mushroom	\$21.75

from your jobber

**GROSS STAR TRIPL-SAFE GRID PLATE**

Patented

MFG. BY  
L. BEHRSTOCK CO.  
1708 S. STATE ST. CHICAGO 18, ILL.

WITH BUILT-IN  
STEAM FILTER

firm, located in the Victoria Shopping Centre, will be operated as Twin-City Cleaners. No. 2.

Ed and Carl Leslie, proprietors of Bowmanville (Ont.) Cleaners, held an open house recently at their new plant, Cardinal Cleaners, located on Highway No. 2.

Veteran's Dry Cleaners, Saskatoon, Sask., has established a second plant, in the Grosvenor Park Shopping Centre.

## OBITUARIES

Jacob Aptoff, 54, an associate of Master Cleaners and Dyers, Philadelphia, Pennsylvania, died recently. Mr. Aptoff is survived by his wife, daughter and mother.

Clarence E. Groce, 59, owner of Groce Dry Cleaners, Maysville, Kentucky, died recently. Mr. Groce established the drycleaning firm in 1921 after four years in the armed services during World War I. He was a Mason, a former member of the Maysville Rotary Club, Kentucky National Guard, and past commander of Leslie H. Arthur Post No. 13, American Legion. Survivors include his wife and daughter.

Hyman Margolies, 68, former owner of Aladdin Cleaners and Margo Cleaners, Washington, D. C., died while on a trip in Massachusetts. Surviving are his wife and two daughters.

Charles William Mayhugh, 51, operator of One-Hour Cleaners, Morristown, Tennessee, died recently. Mr. Mayhugh served in the U. S. Navy during World War II, and was a Mason and Shriner. Surviving are his wife, mother, daughter and three sons.

Francis F. Phipps, 51, owner of Golden Rule Cleaners, Braintree, Massachusetts, died recently while serving as master at a Masonic Lodge meeting. He was also a member of Caleb Grotto of Quincy and the Braintree Rotary Club. Surviving are his wife, two sons and daughter.

David Lewis Tollinger, 78, owner of D. L. Tollinger & Son Dry Cleaners, Dayton, Ohio, died recently. Mr. Tollinger had operated the drycleaning establishment since 1925.

Abraham Traube, 78, former president of General Dry Cleaning Corporation, Brooklyn, New York, died of a heart attack in Miami Beach recently. Mr. Traube was a former president of the Cleaners and Dyers Board of Trade in New York, and was National Recovery Administration representative in 1933. Survivors include his wife and two daughters.

## annual CONVENTIONS

November 11 and 12—Pennsylvania Association of Dyers and Cleaners, Penn-Harris Hotel, Harrisburg.

November 11, 12 and 13—Cleansing Plant Owners of Massachusetts, Inc., Schine Inn, Chicopee.

November 11, 12 and 13—Oregon State Drycleaners Association, Gearhart Hotel, Gearhart. With exhibit.

November 16, 17 and 18—Laundry and Cleaners Allied Trades Association, Hollywood Beach Hotel, Hollywood Beach, Florida.

November 18, 19 and 20—Illinois State Drycleaners Association, Hotel Sherman, Chicago.

December 2, 3 and 4—Michigan Institute of Drycleaning, Detroit-Leland Hotel, Detroit. With exhibit.

December 3 and 4—Mississippi Laundry and Cleaners Association, Edgewater Hotel, Biloxi.

December 3 and 4—Wisconsin & Upper Michigan Dry-Cleaning Institute, Inc., Schroeder Hotel, Milwaukee.

1961

January 14 and 15—Minnesota Institute of Laundering & Cleaning, Hotel Nicolle, Minneapolis.

January 21, 22, 23 and 24—National Institute of Rug Cleaning, Chalfonte-Haddon Hall Hotel, Atlantic City, New Jersey. With exhibit.

January 21 and 22—Oklahoma Association of Drycleaners, Municipal Auditorium, Oklahoma City. With exhibit.

January 27, 28 and 29—Louisiana Laundry & Cleaners Association, Monteleone Hotel, New Orleans.

January 31 and February 1—American Institute of Laundering, Bellevue-Stratford Hotel, Philadelphia, Pennsylvania.

February 2, 3, 4 and 5—National Institute of Drycleaning, Sheraton Hotel, Philadelphia, Pennsylvania. With exhibit.

February 16, 17 and 18—Utah State Dry Cleaners Association, Newhouse Hotel, Salt Lake City.

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140° F tumblers, two—Huebsch 36 x 30 with Thermolok, U/L approved. Also Washex tube filter 3,000 G.P.H. and 1 HP. tank mounted air compressor 220/3/60 electrical. All purchased new, used one year until plant discontinued. **ADDRESS:** Box 9302, **THE NATIONAL CLEANER.** -4

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In The NATIONAL CLEANER, you reach your market of value.

## THE NATIONAL CLEANER

466 Lexington Ave.  
New York 17, N. Y.  
ORegon 9-4000

# THE CUSTOMERS ALWAYS WRITE

## Coin-Ops Will Sell Quality

To the Editor:

Your articles and enclosed questionnaire have been most interesting on this coin-op problem.

When a garment is returned to a customer with a truly clean and new look, their thinking is not of cheaper cleaning but the continual patronage of their cleaner, and the continued use of their garments because of the fine care that is taken of them by the top-quality plant.

As my father pointed out to me, in the early Thirties the advent of large chain-store operations at 19-cent prices presented a so-called dire problem to the industry. These plants not only brought drycleaning to the masses, but also created the demand for fine quality work.

As you are well aware, because of the many ramifications in the proper handling of a garment, the conscientious operator will benefit because it will tend to point up the value of quality cleaning.

EMERY VOSS, JR.  
Strebel & English  
Center Moriches, N. Y.

## No Fear of Coin-Ops

To the Editor:

For over 10 years I have been a subscriber to your magazine, and have found it a source of information, education, and at times amusement. I feel it is the top publication in our industry. I have never written to your magazine or any of the many other trade publications, but since reading your article "Conservatives Win the Election" I feel called upon to compliment you and to venture a few suggestions.

To establish a background for some of these remarks, permit me to say that my plant is located midway between Fort Lauderdale and Miami on the southeast Florida coast. We have been in business over 12 years. The climate was classified by some as semitropical. Our annual volume according to your published statistics puts us in the upper third of plants throughout the country. We operate a call office and three trucks.

This volume is obtained the hard way. There is very little industry here. Almost everyone must go into some kind of service business to exist, if they do not have sufficient income to retire. We are surrounded with laundromats, coin-op laundries, cleaning agencies, chain-operated cut-price

cleaning stores, and drycleaning plants of various size and qualities. In addition we get practically none of the cream articles for cleaning. Overcoats, topcoats, car coats, mufflers, sweaters, gloves, etc., are rarities. For about four months of the year we see blankets. Seventy percent of our volume is done with slacks and sport shirts. Our volume has been built on customer satisfaction. Top quality cleaning and service, at a fair price.

If you have read this far, now is the time to go back and reread your questionnaire, which I have returned with this letter. You will now appreciate why I refuse to get excited about coin-op drycleaning.

I believe everyone must evaluate this problem for themselves. First as to the area, climate, location, and type of operation. Second, as to competition, trading area, type and density of population, or the lack of it. Third, they must make up their minds that they are not going to get all the business in their area, and concentrate on the kind of business they have and on what they can do to keep and expand this class of business.

I believe that coin-op laundries and coin-op drycleaning have a place in the industry but they are limited to certain areas depending chiefly on density of population and class of people. Also on competition.

In this particular area 90 percent of the laundromats and coin-ops are for sale. They are in financial difficulties and are not making it. They are now so numerous that they are in competition with each other. The population is so scattered that none of them can attract sufficient customers to make them profitable. In addition, the new ones that are opening are putting in washers of 19-pound capacity at the same price of 25 cents as the 9-pound washers.

This group of operators is certainly not going to invest another \$5,000 to \$20,000 on coin-op drycleaning machines where they can't realize a return on their present investment.

In time a professional operator may be able to take over a number of these

businesses by assuming the lease and the balance of payments on the machinery. Activate the location with an attendant for finished laundry and drycleaning and put in a coin-op machine for those who may desire it. However, if one proves successful a large number of others will follow to the point of hurting this type of operation.

In conclusion let me say that I do not believe that coin-op drycleaning will hurt a quality type of operation. I do believe that it will educate the public as to what a quality drycleaning job means. I think it will help my volume by upgrading a group of people to customers for quality work whom I do not see now. Outside of blankets, in this climate we see very little of the type of garments that can be run and worn without finishing.

C. W. KNORR  
House of Lorraine  
Hallandale, Fla.

## Italian Silk Upholstery

To the Editor:

This letter is meant specifically for the attention of cleaners of upholstered furniture and home furnishings.

I wish to inform you and hope that you in turn can be of a big help by informing the cleaners of home furnishings about a new fabric on the market. This fabric is called Italian silk and looks like a silk or rayon shantung. I have previously seen this type of fabric used to make men's and women's suits. It makes the garment look very rich and beautiful.

This fabric when used to upholster furniture is pressed or glued in with a gauze undercoating to give it body. This is made with a very cheap type of dye so that if it stains with water or anything warm, or if anything is spilled on it, there results a dye stain on the right side of the fabric. Most people do not understand why the stains cannot be removed. In fact, the decorators with whom I have contact say they would never have sold the fabric if they knew about it.

My advice to any cleaner who comes in contact with Italian silk on furniture is to ask the customer for a sample of the fabric. It is generally four or five shades darker on the wrong side. This fabric should be strictly drycleaned.

DANIEL BARUCH  
Danbar Process Company  
Brooklyn, N. Y.

## Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor  
The National Cleaner  
466 Lexington Avenue  
New York 17, N. Y.

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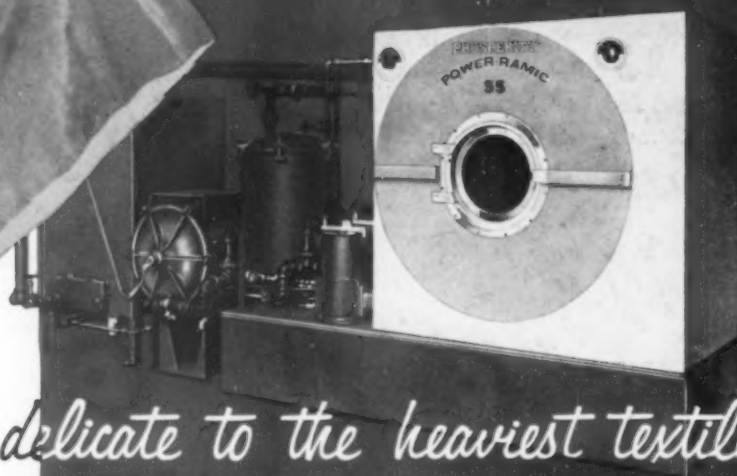
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